

Press Release 21 September 2017

CZECH ——— DESIGN



Months of decision-making are over. The authors of a new face of Prague City Gallery won the public contest.



G Dílny U Kamenného zvonu **HMP** Galerie hlavního města Prahy
Stone Bell House Prague City Gallery

G **HMP**

Aa Matter GHMP
Matter GHMP Regular
AaBbCcDdEeFfGgGg/Hh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXx
XxyyZz0987654321

Aa Reckless GHMP
Reckless GHMP Regular
AaBbCcDdEeFfGgGg/Hh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXx
XxyyZz0987654321



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In April, Prague City Gallery (GHMP) together with CZECHDESIGN organized a contest for design of a new visual identity of the metropolitan gallery, and the winner is finally known. In the competition of 90 entries, the winner has been Anymade Studio, which won a fee for its design and a prestigious contract worth CZK 400,000. What will be the new visual style of one of the most important exhibition institutions in our country?

It was a public tender for a visual design that would unite the presently fragmented form of the graphic presentation of Prague City Gallery. At the same time, however, it should leave enough space for the graphic design of exhibition projects, which are carried out individually by a selected designer in collaboration with the relevant curator. In total, 90 designers, studios and marketing agencies entered the contest. The shortlisted candidates in the second round were Anymade Studio, Studio Petrohrad, designer Tom Garcy (Tomáš Nečas), ReDesign Studio and Jan Slabihoudek, ranking in this order of preference.

THE WINNING DESIGN BY ANYMADE STUDIO

Anymade Studio of Prague consists of designers Petr Cabalka and Filip Nerad. Their design portfolio includes a new visual identity of CZECHDESIGN, the Brno House of Arts and the Fotograf Festival. Anymade Studio's works regularly appear in journals and publications around the world. In recent years, the studio has been awarded several times for their graphic design of books in the Most Beautiful Czech Book of the Year competition.

"Their design makes it possible to use the well-prepared applications of the visual identity for additional online and offline materials. The visual identity is recognizable and distinctive and provides clear identification of Prague City Gallery, while leaving sufficient space for the autonomous graphic design of individual exhibitions, which is an ideal solution," thus was the winning entry praised by the professional jury, consisting of Prague City Gallery representatives and independent experts such as the graphic designer and teacher at the Academy of Arts, Architecture and Design in Prague (UMPRUM) Petr Babák, the graphic designers Branislav Matis and Adéla Svobodová, the architect and design theorist Karolina Jirkalová and the CZECHDESIGN director Jana Vinšová.

"The visual identity is based on an imaginative logo which makes space between the letters G and H for additional inputs – graphic, pictorial and textual. It also symbolizes the openness of the gallery to various forms of art," commented the jury on the winning design.

HOW WAS THE CONTEST CARRIED OUT?

The contest was transparent and it took place in two rounds. In the first round, the jury selected top five entries in the anonymous evaluation. In the second round, their authors were requested by the jury to elaborate on their designs in the form of examples of principles and specific applications. The first round of the contest closed on 22 May 2017, the second round on 21 August 2017.

PRIZES FOR THE WINNERS

In addition to the absolute winner Anymade Studio, which received the fee of CZK 35,000 and a prestigious contract for a graphic manual worth CZK 400,000, the runner-up Studio Petrohrad won the 2nd prize (CZK 30,000) and Tom Garcy the 3rd prize (CZK 25,000). The remaining two designs by ReDesign Studio and Jan Slabihoudek received a special prize of CZK 20,000.

THE AUSPICES OF CZECHDESIGN

CZECHDESIGN is a professional umbrella organization which deals with the development of design in the Czech Republic. For a long time, it has advocated the use of design in practice and setting up fair conditions in design contests. *"We are very pleased that there comes another example of collaboration between public institutions, experts and gifted designers. Prague City Gallery will now have a functional, clear and distinctive visual identity that has fulfilled all its communication needs. We believe that other public institutions, organizations and cities will draw inspiration from this case in addressing their visual communication,"* says Vinšová about the results.

PRESS CONFERENCE OPENED AN EXHIBITION

The winners were announced on Thursday, 21 September 2017, at 1:00 p.m. at a press conference at the Colloredo-Mansfeld Palace. The press conference opened an exhibition featuring not only the finalists, but all entries. The exhibition is open every day except for Monday from 10:00 a.m. to 6:00 p.m. until 7 October 2017.

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Information

Press Contact Person

Contest for design of a new visual identity
of Prague City Gallery

Principal: Prague City Gallery
Organizer: CZECHDESIGN

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Terms

Rules of the Contest

Announcement of the contest winner:
21 September 2017 at 1:00 p.m.
at the Colloredo-Mansfeld Palace

Exhibition of the contest entries:
22 September – 7 October 2017
at the Colloredo-Mansfeld Palace

More information about the contest and complete
rules of the contest for download at:
<http://www.czechdesign.cz/souteze/soutez-na-novou-vizualni-identitu-galerie-hlavniho-mesta-prahy>
