

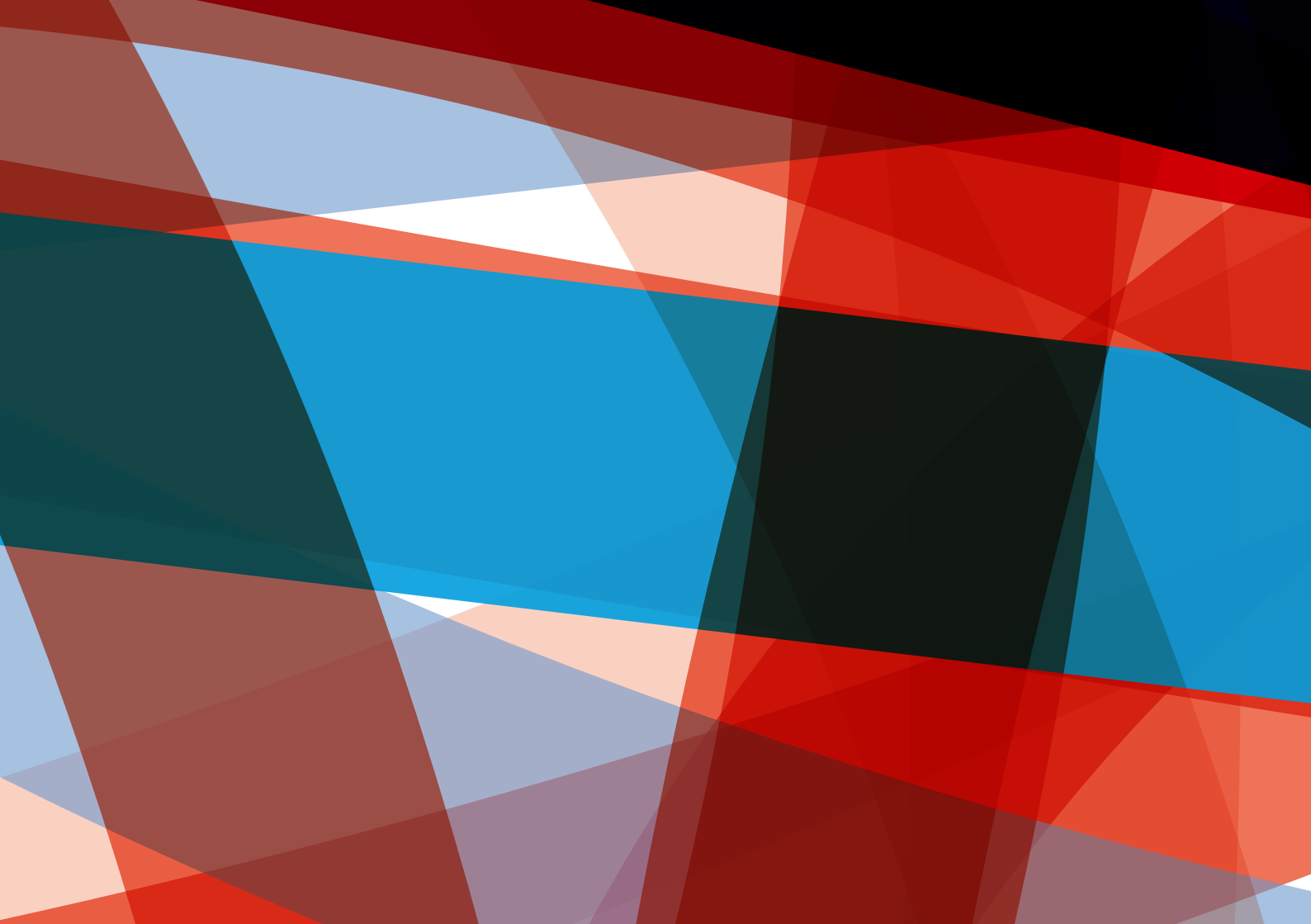
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**100% DESIGN LONDON**

September, 24–27, 2009



CZECH SELECTION IS AN EXHIBITION PROJECT PRESENTING CONTEMPORARY CZECH DESIGN UNDER THE AUSPICES OF THE CZECH TRADE PROMOTION AGENCY AND THE MINISTRY OF INDUSTRY AND TRADE OF THE CZECH REPUBLIC. CZECHTRADE REPRESENTS THE INTERESTS OF CZECH COMPANIES AND DESIGNERS AT SELECTED WORLD FAIRS.

AFTER ITS JANUARY PREMIERE AT MAISON ET OBJET IN PARIS, THE EXHIBITION WILL BE PRESENTED DURING DESIGN WEEK IN MILAN AT ZONA TORTONA, ONE OF THE MOST SIGNIFICANT INTERNATIONAL DESIGN FAIRS. THUS, IT IS A PERFECT FOLLOW-UP TO THE SUCCESSFUL KŘEHKÝ PRESENTATION OF CZECH COMPANIES THAT PARTICIPATED IN SELECTED EVENTS WITH GREAT ACCLAIM DURING 2008 (SALONE DEL MOBILE, ICFF NEW YORK, 100 % DESIGN TOKYO), RECEIVING THE EDITORS' AWARD AT ICFF IN NEW YORK FOR THE BEST EXHIBITION OF ACCESSORIES, AND THE NOMINATION FOR THE GRAND PRIX AWARD AT 100 % DESIGN TOKYO.





## A.M.O.S. DESIGN

One of the leading companies in the field of interior implementation - the complete delivery of furniture, light fittings, and accessories for all type of clients. It represents a number of foreign trademarks in the Czech market, including its own production capacity to produce special elements from the CORIAN® / Design studio.

**Product characteristics** Product characteristics: The design studio for the A.M.O.S. DESIGN company now introduces an innovation – the iTABLE – a table for higher management or minimalist solutions for the office at home. The iTABLE offers something that has not been offered in such an elegant way by any other table before – it offers the possibility to hide all electronic cables, an issue that increases its worth in offices and households. In addition to its new appliances inside, the key element of the iTable is in its construction and materials used. All media, such as cables and wiring, and all types of necessary sockets and supplies can be hidden in the hollow work board made of the Corian® material. These are accessible from above after opening a pop-up door. There is also an opening for a work lamp fixing in the desk surface.

**Designer** Ing. arch. V. Ambroz

**Trade name** A.M.O.S. DESIGN, s.r.o.

**Address** Beethovenova 641/9, 601 05 Brno

**Phone numer** 00420 542 212 898, 00420 777 260 707

**Email** amos@amosdesign.cz

**Webpage** www.amosdesign.cz



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## ATEH

The company manufactures model and atypical lights.

**Product characteristics** The Flower and Engine lights from its new line of model organic lights.

**Designers** DIVAN DESIGN, Filip Streit

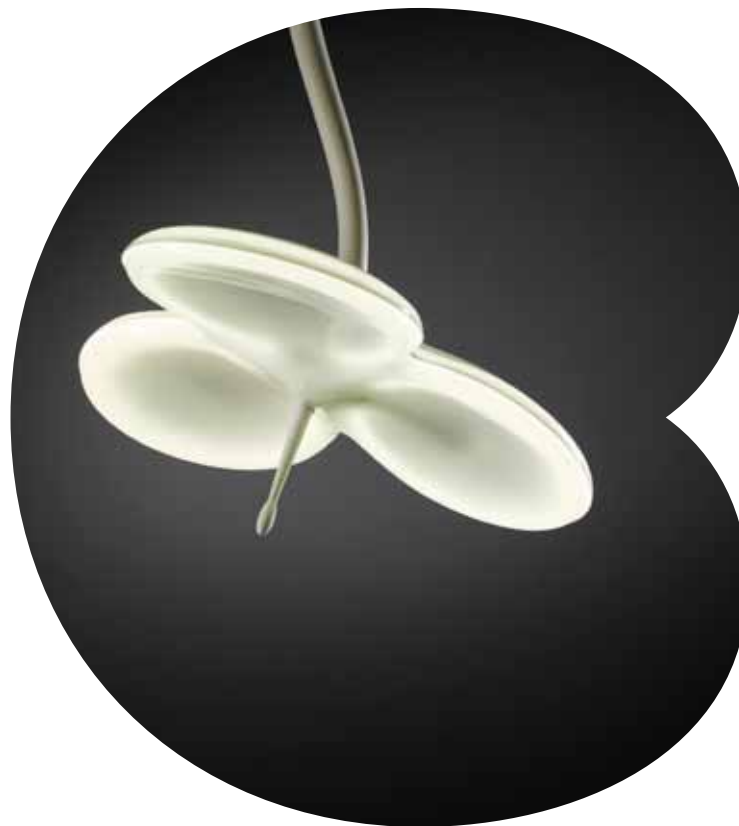
**Trade name** Ateh, spol. s r.o.

**Adress** Štefánikova 33, 602 00 Brno

**Phone number** 00420 548 210 239

**Email** ateh@ateh.eu

**Webpage** www.ateh.eu



# BELDAFACTORY

A family company with a long tradition, Belda specializes in jewelry and designer objects made according to its own designs. The company also cooperates with prominent Czech designers, but is also not afraid to collaborate with students.

**Product characteristics** Two bowls made by Beldafactory

**Designers** Jiří Belda, Eva Jiříčková, Viktorie Beldová, Alena Beldová, Tereza Froňková, Olga Chorchoj, Filip Streit, Jan Čtvrtník, Lucie Koldová, and others

**Trade name** Belda spol., s.r.o.

**Address** Nádražní 1073, 511 01 Trutnov

**Phone number** 00420 732 711 146

**Email** jiri@belda.cz, viki@belda.cz

**Webpage** www.belda.cz



# FUTURISTA UNIVERSUM

A unique space in the centre of Prague, dedicated to the freshest and continually updated selection of the best of Czech design, jewelry, and architecture.

**Product characteristics** Futurista Universum presents two famous Czech artists – Jiri Pelcl and Jakub Berdych. Both introduce their newest glass objects, conceived with a pure conceptual aim that plays with the unusual connection between traditional interpretation and chosen materials. (See e.g. Berdych's vase Flower Power consisting of prefabricated glass units and plastic strings.)

**Co-operating artists and studios** Lars Kemper + Peter Dlah, Maxmilian V. John, Jaroslav Kučera, Jitka Ruzickova, Dana Bezdekova, Studio Moot, Babeta Ondrova, Whitefruits, Ondrej Elfmark, Martin Zampach.

**Trade name** Futurista Universum

**Adress** Betlémské náměstí 5a, 110 00 Praha 1

**Phone number** 00420 725 128 660

**Email** [futurista@futurista.cz](mailto:futurista@futurista.cz)

**Webpage** [www.futurista.cz](http://www.futurista.cz)



## KŘEHKÝ BY DESIGNBLOK PRAGUE

The gallery project of Designblok Prague maps the contemporary Czech design scene and initiates collaboration between Czech and world designers and top Czech manufacturers.

**Product characteristics** The fifth limited edition of Křehký by Designblok, the Cuba bowl designed by Olgoj Chorchoj and produced by Moser.

**Designers** Jiří Pelcl, Maxim Velčovský, Bořek Šípek, Alfredo Häberli, Olgoj Chorchoj

**Trade name** Profil Media s.r.o.

**Adress** Komunardů 32, 1700 00 Praha 7

**Phone number** 00420 267 990 543 – 5

**Email** info@krehky.cz

**Webpage** www.krehky.cz



## LUCIS

A Czech company with a production strategy based on handicraft and original designs by young Czech designers.

**Product characteristics** The Trifid light, designed by René Šulc – the shape is inspired by the organic growth of plants.

**Designers** René Šulc, Daria Podboj, Cohn Studio, Lucie Koldová

**Trade name** Lucis s.r.o.

**Address** Vídeňská 89, 639 00 Brno

**Phone number** 00420 543 248 881

**Email** [info@lucis.eu](mailto:info@lucis.eu)

**Webpage** [www.lucis.eu](http://www.lucis.eu)



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## MMINTERIER

A manufacturer of upholstered furniture for public and private interiors. The company cooperates with prominent Czech designers and participates in important exhibition projects and fairs where its products have won many awards. The company has been included as one of two Czech companies in the Hall of Fame yearbook of design.

**Product characteristics** The Swing rocking chair, designed by René Šulc, offers optimal relaxation and rest. Its simple and elegant morphology guarantees comfort. The chair is in two variants – with armrests and without. This product has won the Furniture of the Year 2009 award from the Czech Furniture Manufacturers Association.

**Designers** Babák Radim, Čtvrtník Jan, Frank Martin, Koza Jerry, Pelcl Jiří, Podboj Daria, Srb Pavel, Šulc René, Vodrážka David

**Trade name** mminterier

**Address** Uherskobrodská 1034, 763 26 Luhačovice

**Phone number** 00420 577 131 121

**Email** mm@mminterier.cz

**Webpage** www.mminterier.cz



## STUDIO PIRSC PORCELAIN

Studio Pirsc Porcelain was established by Daniel Piršč in 2005. It represents a place where a good idea is very close to a good product.

**Product characteristics** "The black-and-white"  
collection of SHADOW porcelain vases

**Designer** Daniel Piršč

**Trade name** Studio Pirsc Porcelain

**Address** Kozí Hrádek 2345, 69201 Mikulov

**Phone number** 00420 605 870 161

**Email** [info@pirsc.cz](mailto:info@pirsc.cz)

**Webpage** [www.pirsc.cz](http://www.pirsc.cz)



## PROCESS

Operating on both Czech and foreign markets, Process focuses on designing and manufacturing modern furniture and custom-made solutions for original interior elements. The best qualities are its material workmanship and an emphasis on detail. Process collaborates with prominent Czech designers and architects. The company now enters a new phase of its existence and will lot-produce quality designer furniture in the future.

**Product characteristics** Work table designed by Lucie Koldová

**Designers** Olgoj Chorchoj, Lucie Koldová, Jerry Koza

**Trade name** Process CZ s.r.o.

**Adress** Dobronická 778, 148 00 Praha 4

**Phone number** 00420 244 910 420

**Email** [process@process.cz](mailto:process@process.cz)

**Webpage** [www.process.cz](http://www.process.cz)



# QUBUS DESIGN STUDIO

Company characteristics: The work of the Qubus studio is characterized by a conceptual approach to design on the borderline with art. The studio experiments with traditional Czech materials, such as porcelain and glass, in new contexts. During its eight-year existence, the studio has produced dozens of shapes and concepts – from authentic products made in lot-production to exclusive solitaire pieces – that have won respect both in the Czech Republic and abroad.

**Product characteristics** Presentation of the new Qubus collection

**Designers** Jakub Berdych, Maxim Velčovský

**Trade name** Qubus Design Studio

**Phone number** 00420 222 313 151

**Email** qubus@qubus.cz

**Webpage** www.qubus.cz



# TON

TON is a private Czech company with a tradition stretching back to 1861. The company focuses on manufacturing chairs, bar stools, armchairs, coat racks, and tables. The offering includes over 300 classical and modern models that will both emphasize and fulfill your interior design.

**Product characteristics** The new STOCKHOLM collection designed by Danish designer Mads K. Johansen

**Designers** Tom Kelley, Mads K. Johansen, Mojmir Ranny, Zdenek Pudil

**Trade name** TON a.s.

**Address** Michaela Thoneta 148, 768 61 Bystřice pod Hostýnem

**Phone number** 00420 573 325 112

**Email** [info@ton.eu](mailto:info@ton.eu)

**Webpage** [www.ton.eu](http://www.ton.eu)



## VERREUM

The company SPACE CZ s.r.o. and its freshly created Verreum brand aim to become one of the leaders on the market with exclusive Czech designer glass. Verreum combines old glass-making methods that have been used in the Czech Republic for many centuries with designs by prominent contemporary Czech designers.

**Product characteristics** Limited editions of vases and bowls designed by Olgoj Chorchoj, Leoš Smejkal, and Dagmar Pánková

**Designers** Olgoj Chorchoj, Petr Vaďura, Leoš Smejkal, Dagmar Pánková, Vladimír Žák

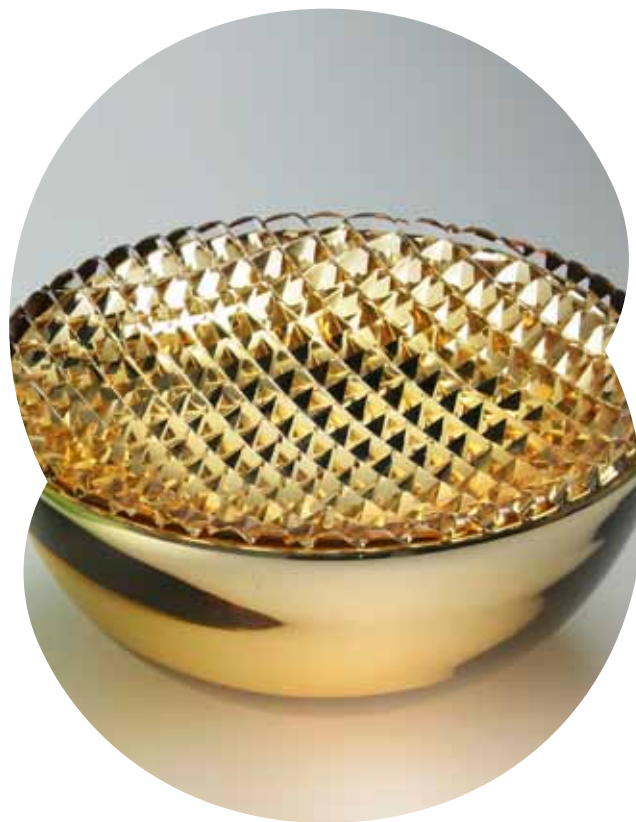
**Trade name** Verreum

**Address** Jeseniova 1151/55, 130 00 Praha 3

**Phone number** 00420 605 502 673

**Email** [info@verreum.cz](mailto:info@verreum.cz)

**Webpage** [www.verreum.cz](http://www.verreum.cz)



## CZECH SELECTION 2009

Official participation of the Czech Republic at the 100% Design London

SEPTEMBER, 24–27, 2009

100% DESIGN LONDON, EARLS COURT LONDON

**Organizer**

**Executive organizer**

**Installation architect**

**Graphic design** [www.marvil.cz](http://www.marvil.cz)

**Implementation**

**Curator** [PhDr. Iva Janakova-Knobloch](#)

**Exhibition partners**

**Catalogue text translation** [Olga Bártová](#), [Dustin Edge](#)



Czech Republic

