



Big Deal – In Search for “a Great Commission”

23 07 – 31 08 2008
Dům pánů Kunštátu

Press conference

Tuesday 22-7-2008 at 11 am, The House of Lords of Kunštát, Dominikánská 9

Opening

Tuesday 22-7-2008 at 6 pm, The House of Lords of Kunštát, Dominikánská 9, Brno

Exhibition place

The House of Lords of Kunštát, 1st floor, Dominikánská 9, Brno

Project organized by

Centre for Central European Architecture (CCEA), www.ccea.cz

Exhibition's partner in Brno

The Brno House of Arts, www.dum-umeni.cz

The multimedia BIG DEAL project introduces the young generation of architects from the Czech Republic and their way to success through their breakthrough contracts. The composition of participating studios unveils the diversity of domestic scene and distorts the stereotype picture of the linear Czech architecture development. We tried to bring to light the breaking point which predestined the future studios' professional routes and which, in some cases, was fundamental even for their establishing.

Exhibited

A69 Architects / Boris Rodčenkov, Prokop Tomášek, Jaroslav Wertig

HŠH Architects / Petr Hájek, Tomáš Hradečný, Jan Šépka

4a Architects / Jan Schindler, Ludvík Seko, Peter Hudák, Leigh D'Agostino

New Work / Svatopluk Sládeček

Projektile Architects / Roman Brychta, Adam Halíř, Ondřej Hofmeister, Petr Lešek

CCEA, MOBA / Igor Kovačević, Yvette Vašourková

KRUH, Skupina / Marcela Steinbachová

OK Plan Architect / Luděk Rýzner

Knesl+Kynčl Architects / Jiří Knesl, Jakub Kynčl

„Just by quick glance at the contemporary Czech architecture you can not overlook the existence of architect generation of 35-40 age. It is here, we can term it as strong and successful, but more precise characterization will be laboured: the only correspondence is the age and perhaps the beginning of architectonic work. The generation programme is missing as well as opinion and expression closeness. There is no generation association, club, magazine. It is missing the distinct period turning point, which could mark the starting point of the generation. According to common criteria there is no generation here indeed. And yet it is.“

Vladimír Czumalo, quotation from the introductory text of catalogue „Big Deal



Multimedia project **Big Deal** maps possible ways to „success“ of young generation of architects working in Czech Republic. The project concept does not follow PR strategy of studio presentation and its complex production; it avoids the biographical exhibitory models. Architecture is more than other art subjects directly interconnected, depending and reliant on primary client/sponsor entry. It does not matter, whether he/she is customer from private or public sector. The selection of exhibited architectonic studios within the project „Big Deal“ covers whole range of ways young studio could come to its first (breakthrough) order.

„We search the roots of architectonic studio in post-revolution time, when the market economy started to work again and the builder/contractor appeared in other than state/public form. We found 8 relationships between architect and customer. Subsequently we assigned to each thema its architectonic studio, where the relationship became breakthrough moment for the next growth or often for origin and development of studio. We use the models as an output point for mapping of Czech architectonic generation, that have immediate experience with the communist era,“ explains Igor Kovačević, the project curator.

The exhibition focus is film material, which documents given theme on the basis of personal meeting with the studio members.

BIG DEAL has traced the routes to the success of the following architectural practices:

A69 architects (an architect and a private entrepreneur)

A trio of fresh graduates from the Faculty of Architecture, Czech Technical University in Prague, established the A69 practice in Prague in 1994. Despite its short existence, the office has had several successful projects that attract the attention not only of professionals but also of mass media. The Society of Czech Architects awarded the practice with the Grand Prix prize for the Dr. Peták Sanatorium project, for which they were also nominated for the prestigious Mies van der Rohe Award in 2003. The A69 practice is not an enclosed entity - it is open to the public and regularly organizes lectures and exhibitions.

www.a69.cz

HŠH architects (an architect and a public opinion)

The HŠH architectural office was established in 1998 by Petr Hájek, Tomáš Hradečný a Jan Šepka. Appart from the building contracts, the office actively participates at theoretical discussions organized by the Society of Czech Architects or by the ERA 21 magazine. They can also take pride in numerous theme exhibitions. www.hsharchitekti.cz

4a architects (an architect and a developer)

The 4a architects practice, established in 1997, is one of the most progressive studios in Prague. Its multicultural personnel guarantee the variety of architectural and methodological approaches to design and work management.

www.architekti4a.cz



New Work (an architect and a small private investor)

A unique approach to the family house and villa design has brought a Brno based practice, run by Svatopluk Sládeček, a considerable public attention.

www.newwork.cz

Projektil architects (an architect and an architectural competition)

The office, headed by four young architects, has recently been recognized as a 'library studio'. They have designed the Library and Information Centre in Hradec Králové and the National Technical Library in Prague. So, why is Projektil so successful in large competitions?

In the exhibition, they will present the 'Sluňákov' Environmental Education Centre project, which hasn't had many opportunities to attract a wider public interest yet.

www.projektil.cz

MOBA / CCEA (an architect and enlightenment)

The partners have been involved in the popularization of architecture and architectural thinking not only in the Czech Republic but also in the whole central Europe. As the first independent architecture centre in the Czech Republic, the practice started the process of contemporary architectural reflection in the region.

www.ccea.cz

www.moba.name

Skupina / KRUH (an architect and enlightenment)

The KRUH consortium specializes in publishing of books on architecture and organizing professional lectures and film festivals. The leading figure of this well established consortium, the young architect Stainbacherová, is successful in joining her own architectural career with the running of this non-profit organization.

www.kruh.info

www.skupina.org

Ok Plan architect (an architect and periphery)

Ludek Ryzner founded the OK Plan architect office in 1998 in Humpolec, a town situated a halfway between Prague and Brno. 'Plecháč' - one of his houses most discussed houses is also situated there.

www.okplan.cz

Knesl+Kymčl architects (an architect and a local authority)

The office was set up in Brno in 2001 and is closely connected with the local Faculty of Architecture.

www.knesl-kyncl.com



Curators
Production

Igor Kovačević, Yvette Vašourková
Zuzana Bodnárová, Igor Kovačević
(CCEA)

Production in Brno

Jitka Vitásková (The Brno House of Arts)

Graphic design
Architecture of exhibition
The BIG DEAL film production
Screenwriter and director
Director assistant
Director of photography
Photography
Sound
Film editor and postproduction

Petr Štěpán
MOBA
CCEA
Igor Kovačević
Karolína Jirkalová
Marko Simić
Aleš Blabolil, György László
Bojan Bojić, Michal Gabor
František Krähenbiel, Alexandra
Gojdičová

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Bojan Bojić, Michal Gabor
František Krähenbiel (Artileria)
Alexandra Gojdičová

Main Big Deal partner
Sponsor

Autodesk
Xella Porobeton, Ytong,
Athis Europeen, Easy Print Group

Media partners in Czech republic
Media partner in Europe
Project is supporting by
CCEA program in 2008 is supported by

ERA21, www.archiweb.cz
A10 new European architecture
Ministry of culture of Czech republic
Prague 1, Ministry of culture of Czech
republic

Accompanying programme is supported by Velux

Project was made in 2006

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www.ccea.cz

House of the Lords of Kunštátu / Opening Hours: Tuesday to Sunday 10AM–6PM /
Thursday till 9PM / Wednesday Free Entrance
The Brno House of Arts is supported by the Statutory City of Brno.