



about
Layabouts

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8-13/4/2014
VENTURA
LAMBRATE

ORGANIZED BY:

 Tomas Bata University in Zlín
Faculty of Multimedia Communications

VASKU
& KLUG

PARTNERS:

 CENTRO CECO
ČESKÉ CENTRUM

cream
REAL ESTATE

CZECHDESIGN


NOVÉ VINAŘSTVÍ

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JOIN US AND BECOME A LAYABOUT FOR A LITTLE WHILE!

WELLNESS, LAZINESS, DESIGN

For the first time at Ventura Lambrate students of Czech Republic's Tomas Bata University in Zlín presents their exhibition "About Layabouts", which offers a different perspectives on the topic of wellness.

Nowadays wellness is associated with a variety of services, goods and food products, promising a feelgood effect and aiming for passive recreation. It seems that what people once achieved by relaxing at home on their couches, is nowadays only possible through consumption.

A trans-disciplinary team led by Michael Vasku (Vasku&Klug architects) prepared an installation based on their understanding of wellness: a demand for a little more laziness. "In the Czech Republic, there is a special word for a lazy person – 'pecivál'. It literally means a person who lies down on a masonry stove and does nothing," explains Vasku.

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Masonry stoves were historically the centres of many central European households. They provided warmth and served as a place to cook or even to sleep practically, all family life happened around a stove. Therefore masonry stove is a centrepiece of this installation, which brings concept of wellness and home together. "Our aim is to provide a glimpse of that 'at home' feeling to the visitors in Milan, while it inspires spectators to relax and be lazy in that hectic atmosphere of the Milan Design Week," says Petr Daneš, spatial design student. The presented exhibits from 4 studios (Industrial Design, 3D Design, Glass Design & Shoe Design) are concepts of products, which help to consciously enjoy laziness for the purpose of regeneration.

Join us and become a layabout for a little while!

ABOUT LAYABOUTS

runs at Ventura Lambrate
from 8th – 13th April 2014.
Via Privata Oslavia 7, Milan

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ABOUT THE FACULTY

FACULTY OF MULTIMEDIA COMMUNICATIONS

Tomas Bata University in Zlin is a dynamic higher education institution comprising six faculties that cover humanities, natural sciences, technology and art.

The Faculty of Multimedia Communications focuses on graphic design, spatial design, advertising photography, industrial design, marketing communications, audiovisual arts and fashion design. Its students regularly win prestigious international accolades including Cannes Young Lions and the Red Dot Design Awards.

About Layabouts is the second exhibition presented at Milan Design Week. Last year students created gingerbread installation called Bite Me Milan for Czech Centre. (www.bitememilan.com)

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