

PRESS RELEASE

**WAKE   
How do UMPRUM students perceive dress code? The unconventional WAKE exhibition at Milano Design Week**

**15. 4.–21. 4. 2024  
ALCOVA / Milano 2024, Villa Bagatti Valsecchi, Via Vittorio Emanuelle II, 48, Varedo, Italy**

**The Academy of Arts, Architecture, and Design in Prague will present a project called WAKE at Milano Design Week 2024, where students from the Studio of Fashion and Footwear Design and the Studio of Product Design jointly reflect on the contemporary role of formal wear and the rules associated with it. The ambassador of the unmissable presentation at Villa Bagatti Valsecchi is Alena Šeredová.**

## The WAKE installation is based on the semester assignment of the Studio of Fashion and Footwear Design, which was Red Carpet. Under the guidance of Simona Rybáková, the students creatively reassessed the current state of formal dress code, which, although it functions as a recommendation, is often perceived as a law and an obligation. To gain a comprehensive view of the whole issue, they worked with a number of external lecturers. They explored the interconnectedness of the dress code with social norms, cultural changes, and individual creative expressions. They also brought into their models the need for sustainability - recycling-upcycling, zero waste, social design, processing of natural biodegradable materials, and maintaining traditional craft techniques.

*I positively assessed that the students didn't approach the topic superficially and didn't just resort to obvious solutions. On the contrary, they brought their own attitudes and often critical insight to their designs," adds Simona Rybáková, the head of the studio, about the final collection.*

The final face of the WAKE project will be given a distinctive presentation in a historical villa on the outskirts of Milan. The central hall will be filled with inflatable objects designed by students of the Studio of Product Design under the direction of Michal Froňek.

In doing so, they add another layer to the project, which aims to reflect the current complicated social and political situation and open up discussion on topics that are essential to their work and lives.

The installation by the Academy of Arts, Architecture, and Design in Prague, which is exhibited as part of the Alcova Milano platform, will be on display from April 15th to 21st. For those who will not be able to visit WAKE, photo reports, videos, and other interesting facts will be published continuously on the UMPRUM website and social media.

**Project leaders:**

Simona Rybáková, Vojtěch Novotný, Michal Froněk

**Students of the Fashion and Footwear Design Studio:**

Kryštof Bača, Alica Grebáčová, Šárka Zejdová, Kateřina Puchmertlová, Barbora Fialová, Daniela Smolařová, Tereza Fodorová, Anna Ryšánková, Hana Valtová, Valerie Vrbová, Václav Černý, Tomáš Višňovský

**Intern students**: Stanislav Palát, Tatiana Zvolská, Viktorie Macánová

**Dressmaking Forewoman**: Miroslava Slabá

**Shoemaking Forewoman**: Zuzana Jirsová

**External lecturers**: Helena Jarošová, Radana Sikorová, Roman Dobeš (National Theatre), Štěpánka Stein, Nora Grundová (Haarper´s Bazaar)

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**PRESS KIT:** https://drive.google.com/drive/folders/1DN-aee-z2EP5YGLc1zcN-1rwNjhZdeZx?usp=drive\_link

**Article presenting individual models on UMPRUM Online:** <https://online.umprum.cz/en/wake-alcova-milano-2024-en/>

***About the Academy of Arts, Architecture*** & ***Design in Prague***

*The basic principle of teaching is the individual approach of teachers to students. The goal is to detect talents and help them develop their creative abilities with regard to the original independent thinking of the students, with an emphasis on social values and responsibility toward the environment. Currently, there are around 500 students in 24 studios at UMPRUM. Twice a year the school opens to public with “Artsemestr“ presentation of students´ work. It organises more than 15 exhibitions every year, half of them abroad. The Prague UMPRUM, as the only school of former post-communist countries, features in the indexes of prestigious European and world art schools.*

**More information**: Mgr. Kamila Stehlíková

Academy of Arts, Architecture and Design in Prague/ nám. Jana Palacha 80, 116 93, Prague 1

Tel: +420 251 098 201 / mobile: +420 739 304 060 / [kamila.stehlikova@umprum.cz](mailto:kamila.stehlikova@umprum.cz) / [www.umprum.cz](http://www.umprum.cz)

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