

# 27. BIENÁLĚ BRNO 27th BRNO BIENNIAL 16.6.—30.10.2016

## The selection jury has selected works for the International exhibition of the 27th Brno Biennial 2016

The international exhibition is a traditional constituent of the Brno Biennial. For the first time this year works for the competition could be submitted only electronically, between October 2015 and mid-January 2016. The entries had to be produced between 1 January 2012 and 31 December 2015, i.e. in the course of the past four years.

A total of 878 entries by 1,222 artists from 53 countries have been received on the basis of an open call; they focus on such projects in the field of graphic design that by their scope constitute small units or sets — editions, visual identities and long-term collaborations.

The Selection Jury session took place on 1 and 2 February 2016 in the Moravian Gallery in Brno. The jury members were Oliver Klimpel (DE), Serge Rompza (DE/NO), Tereza Rullerová (CZ), Ľubica Segečová (SK) and Willi Schmid (AT); they selected 46 works by 68 artists from 15 countries. The authors of selected works will be invited to send their exhibits for the exhibition.

The countries with the highest representation are the Czech Republic (106), Taiwan (99), Japan (86), Germany (86), the USA (58), China (51), Poland (36), The Netherlands (36), Switzerland (35) and Iran (32). The selection jury has primarily assessed the originality of approach, aesthetic and functional qualities, while bearing in mind the spatial limitations of the exhibition space.  
[Statement of the Selection Jury enclosed.]

The winning project of the international exhibition will be selected by an International Jury comprising of leading figures in graphic design, which will award a number of prizes, including the Grand Prix of the 27th International Biennial of Graphic Design Brno — The Minister of Culture of the Czech Republic Award, The Mayor of the City of Brno Award and Czech Centres Award given to a Czech graphic designer under the age of 35. The awards will be announced on the occasion of the official opening of the 27th International Biennial of Graphic Design Brno 2016.

Programme of the 27th Brno Biennial:

### International exhibition

*"Which Mirror Do You Want to Lick?"*  
An exhibition between reality and fiction,  
situated in real and fictional space

Zdeněk Ziegler  
Personalities in Czech Graphic Design

*A Body of Work*  
Honourable Mention of the 26th Brno  
Biennial 2014 International Jury

*The Study Room*  
*Tabula Rasa: Worlds Connecting*  
*or Design Mannerism*

### OFF Programme

*Biennial Talks* (17–19 June 2016)

*Meet the Brno Biennial* (Autumn 2016)

Concept of the 27th Brno Biennial 2016:  
Radim Peško, Tomáš Celizna and  
Adam Macháček

Venues:  
Pražák Palace, Husova 18  
Museum of Applied Arts, Husova 14  
Governor's Palace, Moravské náměstí 1a  
Brno, Czech republic

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## Statement of the International Selection Jury

*In two long and intense days, from the morning hours until the evenings, we have studied carefully almost 900 entries. These viewings gave us plenty of interesting and telling insights into various forms of graphic design practice: a wonderful chance to see vast quantities of entries from diverse international contexts, comparing common themes, or recognising dramatically varying interests and cultural perspectives. We very much enjoyed it.*

*From a certain level of quality, the submitted works displayed a relative conceptual and formal homogeneity, and perhaps a distinct lack of the extreme, or, say, nonconformist and highly idiosyncratic positions — however surprising, or not surprising this may be. We would also have liked to include more projects from the commercial sector, as well as more projects with a time- or online-based character, or works that operate outside more conventional formats and media...*

*Overall, we saw our task in striking an interesting balance between established and emerging designers, concept-based works and projects with an emphasis on craft or experimentation. Yet in a climate of relative comparability, we sought out positions that have not been exposed to the public that much — instead of only already well-published design and designers — hence allowing alternatives and works from the margins to be seen. We also found it important to include submissions that highlight particular issues of current design practice that we wanted to put to the fore, i.e. the often anonymous work of in-house design teams, or fringe design that operates outside agreed formal codes.*

*The vast majority of our decisions were made unanimously, and we allowed good time for discussing crucial positions. As required, our choices were made in strong correspondence to this year's decision by the organisers for a rather different exhibition concept and display, with all their new opportunities and occasional limitations. In this we faced an unusual and exciting process of selection — taking into account that the development of the final exhibits in consistent displays is yet to come. Bearing the Brno Biennial visitors in mind, we were drawn in our selection to projects that could excel in such display environment. Now we are very curious and looking forward to the final presentation.*

*We have tried to produce, through our selection, an insightful portrait of practice, celebrate its explorations and instigate discussion. In that, and in this short explanation of our procedure, we hope to both inspire and demystify graphic design and its evaluation.*

*Best wishes,*

Serge Rompza (Chairman)  
Oliver Klimpel  
Tereza Ruller  
Willi Schmid  
Lubica Segečová