

SPRING 2016

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CZECHOSLOVAK

THE STYLISH GUIDE  
THROUGH LOCAL BRANDS  
AND PLACES TO BE.

C Z E C H O S L O V A K

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**Dear Sir/ Madam,  
welcome to Czechoslovakia.**



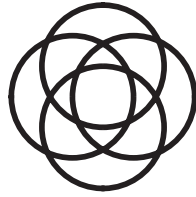
ODIVI

ODIVY limited

APE COUTURE

JAN CERNY WEAR

DRY MILK OF VIRGIN MARY



# THE STYLISH GUIDE THROUGH LOCAL BRANDS AND PLACES TO BE.

## Welcome to Czechoslovakia.

You might have heard such place does not exist anymore, but who really cares. The country maybe split more than 20 years ago to two separate lands - Czech Republic and Slovakia - but wherever we are, people still refer to it as the lovely Czechoslovakia. In fact, even though the country is not united anymore it has a complex history of togetherness, creating specific environment for architecture, art and traditions in the whole region.

Czechoslovakia still exists in terms of (not only) artistic cooperation and brings valuable projects to life.

Project Czechoslovak was created to present young talented designers who are starting exciting brands of their own as well as culture they are benefiting from. The first issue will present you young star of the Prague's Fashion Weekend Jan Cerny, futuristic brand Dried milk of Virgin Mary created by students of UMRUM, amazing minimalists Odivy ready to wear and limited Odivy and colorfull and fierce fabric designs of fantask APé.

In front of you, dear explorer, is not just a fashion catalogue but also a guide that can be used while travelling, experiencing and shopping in this living land. On the pages to follow, you will be introduced to progressive local fashion, cultural hotspots, traditions and delicacies not to be missed.



# ODIVY

Odivi is a fashion apparel designed by Iva Burkertová, who is based in gorgeous Prague. Odivi's minimalist collections combine original design with comfortable fabrics. The brand was launched two years ago and ever since then has been releasing two to three collections a year, including evening dresses, cozy coats or even trendy-looking sport equipment. Their pieces can be worn at gala dinners as well as while walking your dog in a park.

Odivy stands for interesting cuts enhanced by pure vibrant colors, seeking the balance in extreme contrasts and timeless elegance.

The showroom can be found at Plzenska 33 in the center of Prague, or in Prague stores Molo7 and Designeros.



# KINGS AND QUEENS

There are castles, palaces, churches and towers everywhere in Czechoslovakia. Some people call us the ultimate Disneyland, and we can't blame them. Royal families and the church were building breathtaking residences for centuries and many of them are well kept till nowadays. Wherever you travel in the region, you will find stunning gothic and baroque architecture in nearly every smaller city, sitting right next to a barbershop and butcher's.

Czechoslovakian people are deeply influenced by the medieval history of cities they live in, by stories of former kings and queens, and the surrounding beauty of medieval heritage.

**Although they also love to travel every year to go swimming in Croatia.**

The most wellknown king, Karel IV (aka Charles), is probably the one you will hear most often about. The first King of Bohemia and Holy Roman Emperor is the one to initiate building of Charles Bridge (made out of stone and eggs), wellknown Charles University or the amazing castle Karlstein with interior made of gold and precious stones. If you have the chance, spend your hangover visiting Castle Lednice, Bojnický zámek in Nitra, Medzilaborce, Český Krumlov or cemetery in Kutná Hora to travel back centuries for a price of 5 euro. Not a bad deal.



# EXTERIOR SCULPTURE

Art in public spaces is something that makes cities unique.

Czechoslovakia with its history of communism used to be keen on building exterior monumental sculptures for the “common citizens“, placed next to block houses and in city centers. Some of these sculptures are stunningly beautiful, some bizarre and some completely boring - depending on the socialist realism topic and freedom given to the author by the establishment.

Art in public spaces continued to develop also in post-revolutionary era and we highly recommend seeing postmodern pieces of David Cernys' at Kampa or Žižkovská věž in Prague , Jaroslav Rhonas' pieces in the old town, or Kviclas' objects in the centre of Brno. locations recommended to visit.

If you are touched by the monumental sculptures from 70s and 80s, have a look at website Aliens and Herons ([www. vetrelciavolavky.cz](http://www.vetrelciavolavky.cz)). It analyzes extraordinary pieces of functionalist era in Czechoslovakia and there are even interesting



APÉ is a project of designer Adam Ptacek, half Czech and half Ecuadorian designer, based in České Budějovice. APÉ is working with breathtakingly colorful and highly ornamental fabrics painted by hand. As a child, Adam grew up surrounded by ornamental Chinese art because of his mother's passion for Asian art and culture, and was further influenced by baroque architecture and its ornamental and opulent fashion as well as surrealism. APÉ stands for both highly feminine and extravagant masculine fashion, original patterns and comfortable cuts enhancing natural body shapes, happiness, energy, and madness. APÉ specializes in creating tailored dress, but his ready to wear pieces can be also found in his mysterious studio in Ceske Budějovice, appointment only.

APÉ





# WOLF OR DOG?

Dogs. There are dogs everywhere. Why? We don't really know. We just love our dogs. Some spend more money on a dog than a car, although there are regions where a good housewife also knows how to cook a poodle.

Czechoslovakia is well known for breeding and training dogs, especially the ones used for hunting and police work. The dream of every Czechoslovak is a to have a family, house with a large garden and a dog. Czech people spend annually 5,5 billion on dog's food, love their canine clubs and long walks accompanied by their pets.

One of the most beautiful Czech experiments of mixing wolf and a dog is a star of the photoshoot - Czechoslovakian Wolfdog, who used to be a brave company of police forces.

Anyway. If you are a cat person, just go home.



# PHOTOBSESSION

This extraordinary photoshoot took place in one of the biggest photography archives in the world - Seidl's museum in Český Krumlov. The used background canvas comes from the beginning of former century, same age as the art nouveau carpet.

František Seidl was photographing what is now long gone. Families, who were chased away before and after the war, Sudet villages which disappeared or beautiful pictures of the city of Český Krumlov long before it was discovered by tourism and surrounded by newbuilt suburbs. His work is now available due to digitization of his archives and reconstruction of his former atelier.

Seidl is not the only one leaving behind an amazing body of work talking to us about it's era and we can only recommend checking out other stunning photographers such as František Drtikol, Josef Sudek, Antonín Kratochvíl or phenomenal photographers from so called "Slovak new wave".

If you are interested in contemporary photography don't miss Photographer and Leica gallery in Prague, Fait gallery in Brno or František Drtikol, Josef Koudelka or Josef Sudek.

Fashion: APé coutoure  
Shoes: Bat'a

Models: Kristýna Lauková, Tereza Lancíková  
Styling: Caroline Damianová  
Location: Ateliér Josefa Seidla





# ODIVY LIMITED

ODIVY limited produces strictly one piece of each of its designs only. These limited collections are inspired by natural powerful materials and elements - prints of avalanche, marble or water can be found on comfortable soft fabrics.

ODIVY is using it's typical colour blocking, and cuts using simple squares or triangle in attempt to minimize wasted fabric. Feminine, elegant, sophisticatedly appealing, ODIVY is the new black.



# GALLERY CRUSH

Our photoshoot takes place in amazing Veletržní palace presenting Czech and Slovak modern artists as well as the Slav Epic – a cycle of 20 enormous stunning canvases painted Alfons Mucha created at the begging of the last century. Highly recommended especially if your short-sighted.

There are countless great galleries and museum worth visiting in Czechoslovakia, starting with a museum of radios, ending up with gallery of animal trophies.e.

If you feel like consuming more of the postmodern and contemporary art enjoy fot example Danubiana Meulensteen Art Museum or Andy Warhol's museum in Bratislava, Comtemporary Art Center DOX, Rudolfinum or Kampa in Prague.



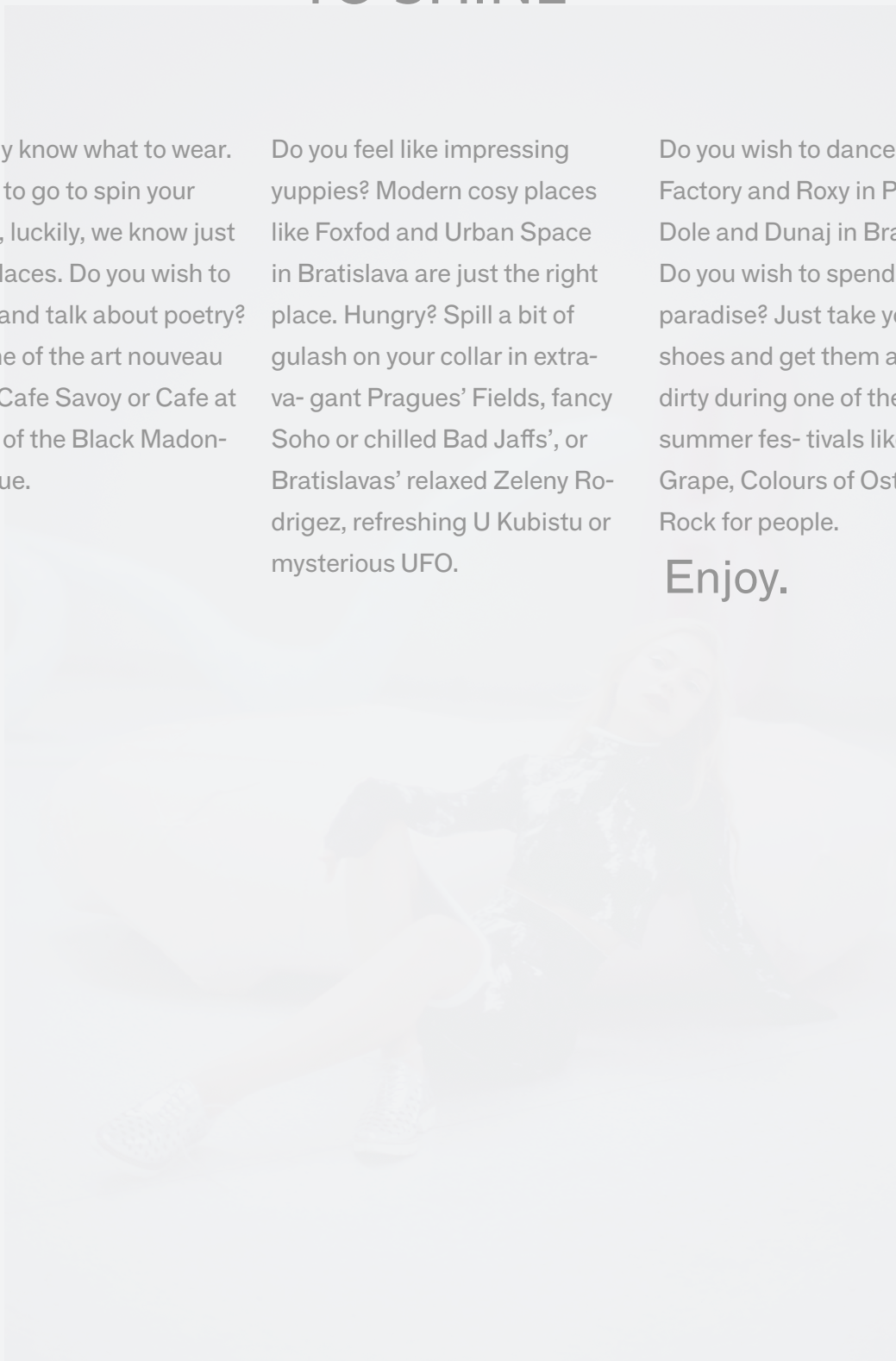
# PLACES TO SHINE

You already know what to wear. But where to go to spin your skirt? Well, luckily, we know just the right places. Do you wish to eat caviar and talk about poetry? Choose one of the art nouveau gems like Cafe Savoy or Cafe at the House of the Black Madonna in Prague.

Do you feel like impressing yuppies? Modern cosy places like Foxfod and Urban Space in Bratislava are just the right place. Hungry? Spill a bit of gulash on your collar in extravagant Pragues' Fields, fancy Soho or chilled Bad Jaffs', or Bratislavas' relaxed Zeleny Rodrizez, refreshing U Kubistu or mysterious UFO.

Do you wish to dance? Try Meet Factory and Roxy in Prague, club Dole and Dunaj in Bratislava. Do you wish to spend 3 days in paradise? Just take your fancy shoes and get them a little bit dirty during one of the amazing summer festivals like Pohoda, Grape, Colours of Ostrava or Rock for people.

**Enjoy.**



Fashion: ODIVI LIMITED  
Shoes: Bat'a  
Models: Tereza Valtová  
Styling: Klaudie Marhounová  
Location: Veletržní palác in Prague





# JAN CERNY WEAR

Jan Cerny Wear is a brand created 3 years ago by Jan, who is a young star creating fashion inspired by (not only) soldier uniforms, tuff communities and Czech clothing industry traditions. Most of his pieces are unisex, although they associate mainly masculinity and dominance. Jan is using unusual materials and simple yet refreshing cuts that flatter.

He also designs minimalistic luxury accessories such as handbags, shoes or crowns. His collections are made in limited amounts and they are all custom made. Jan Cerny Wear is currently available in Concept Story and his showroom in Zlin.

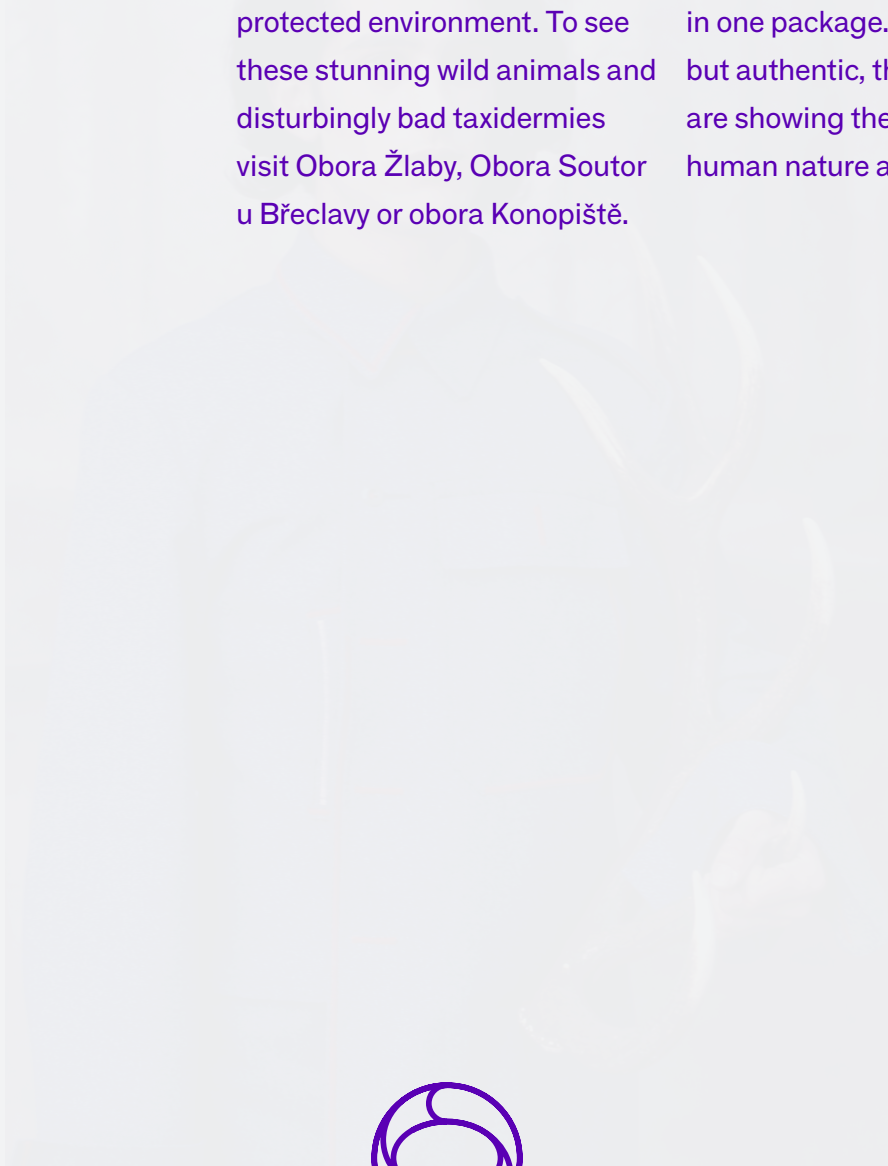


# HUNTING

Hunting is a tradition deep rooted in the past of Czechoslovak land, providing historically a source of food in winter and being a social occasion for royalty at the same time.

Czech hunters of today are also gamekeepers, taking care of the forest, feeding animals in winter, and some of them are taking care of wild animal farms where deer, mouflons and other wild animals live in protected environment. To see these stunning wild animals and disturbingly bad taxidermies visit Obora Žlaby, Obora Soutor u Břeclavy or obora Konopiště.

Gamekeeper ball dances are one of the experiences you should have to understand the nature of Czechoslovak. Freshly hunted animals, dumplings, uniforms, beer and spirits, traditional music, singing - all in one package. Slightly bizarre but authentic, the ball dances are showing the enthusiastic human nature as it is.



# EVENTS TO GET DRESSED FOR

So what are the ultimate fashion moments in this lovely land? Polka dance at a gamekeeper ball dances should be on your list already, but what about a little film festival? There is not a better place for dress to make impression than red carpet. International Festival in Karlovy Vary (starting 1.7. this year) is usually the event to show off and shine together with celebrities and talented directors while enjoying one of the most gorgeous cities in the region.

Another event every fashion worshiped by probably every enthusiast is Fashion Live and Fashion Weekend in Bratislava and Mercedes-Benz Prague Fashion Week . Exhibitions, parties, cat walks - that's all you need plus chance to meet interesting well known and new designers.

If you enjoy classical music, you must have heard of Pražské jaro. International music festival - waking up Prague from winter sleep - is the perfect event to wear your shiny gown or new tuxedo. The festival is lasting for more than a month bringing the world's best artists to the city of Prague.

Fashion: Jan Černý wear  
Models: Hynek Kukačka, Jabub Tokár  
Styling: Caroline Damianová  
Location: Josef Seidls' atelier



Dry Milk of Virgin Mary is a project of five young designers from UPRUM based in Prague. The collective of authors was brought together by fascination with traditional technologies and love of new materials. The focus here is on haptic quality of a product and work with the structure of cuts. DMOVM is using minimalistic unisex cuts, combining pure colours with original decorating.

Conceptual background of the brand and avant-garde anti-aesthetic attitude makes DMOVM a refreshing new project on the Czech scene. The current collection can be found in Koncept Story and their showroom in Prague.

# DRY MILK OF VIRGIN MARY





# MUST-DOS

To fully comprehend the country and its context, one needs to sometimes see a movie, read a book or see a play to understand the nature of it. Watch *Daisies*, *The Cremator*, *The Garden*, *Kolja*, *Cosy Dens* or *The Bed* to get yourself in the Czechoslovak mood. Read Kundera, Čapek, Kafka, Bondy or Topol when you are in a Café – you can get these in English in every larger bookshop.

Go to National Theatre to see a ballet, hear one of the best Sym- phonic orchestras in the world to play Dvořák, Smetana, or Janáček or visit one of the countless little jazz clubs in Prague.

Or enjoy phenomenon very much loved by Czechoslovaks - mushroom picking. Ask a Czech person to take you to forest and teach you how to pick the ones you can mix with eggs and spices and have the organic brunch of your dreams (or just eat a deer instead).



# SWEETS

OK, we know, you want that cake she is eating. It is called Kremrole. Puff pastry filled with fluffy sugar paste. Yes, it is delicious.

Now we won't ask you to stop there. You have to try the heavier version of doughnut - Věneček, sweet baked pizza - Koláč (with poppy seeds, plum marmalade and cream) or salty speciality - Chlebiček, which is basically a piece of bread with all sorts of cheese, ham, sauces and pickled veggies.

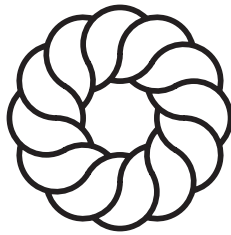
And yes, you won't be able to fit into any of these dresses you bought.

**But it's gonna be worth it.**

Fashion: Jan Černý wear  
Models: Hynek Kukačka, Jabub Tokár  
Styling: Caroline Damianová  
Location: Veletržní palác in Prague







**Kim Viktoria Adamjak**

*Bachelor Project*

**TBU Publication**  
**Department of Advertising Photography**

