WAKE UP CALL

Dear colleagues and appreciators of quality art and design, AUG DESIGN is proud
to hold its eleventh international art & design show.

11th Virtual Biennale Prague 2020
Prague International Art & Design Exhibition

Theme / The theme for this year is **WAKE-UP CALL**. This theme can be interpreted from a wide spectrum of the meaning to a personal reflection of contemporary society's development.

Keywords / climate change, pandemic, responsibility, sustainability, human, nature, public space

**One message, one goal: to inspire people with something positive.
Art has the potential to influence the future.**

Organising committee / Karel Míšek (Czech Republic, chairman of the committee),
Lenka Sýkorová (Czech Republic) and Jakub Konupka (Czech Republic).

International jury / Thierry Sarfis (France, chairman of the jury), Pekka Loiri (Finland),
Li Xu (China), Yasha Rozov (Israel) and Laze Tripkov (Macedonia).

Categories / Professional artists and designers, College students.

Prizes / Grand Prix, Golden Medal (Professional category), Silver Medal (Professional category),
Bronze Medal (Professional category), Golden Medal (Student category), Silver Medal (Student category),
Bronze Medal (Student category).

Specifications of the visual form: author's poster using drawing, graphics and typography.

Technical requirements / PDF, A4 size, black & white, 300 dpi. We will accept maximum
one work from one author. Please submit your projects **from 1 to 31 May 2020** by filling in
the form on www.aug.cz/en/virtualni-bienale-praha/news/.

Projects that will be added **after 1 June 2020 will not be accepted**. We will also not accept entries sent
by e-mail. Show organisers will provide printing of entries.

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Timeline /
Announcement of the topic May 1 2020
Deadline for submitting posters until May 31, 2020
Evaluation from June 15 to July 15, 2020
Declaration of results in August 2020
Exhibition in Altán Klamovka Gallery in Prague with the opening on November 3, 2020, at 6:00 pm, will run until December 12, 2020.
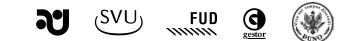
To facilitate identification, all entries must have the author's full name and/or e-mail address, year and country of origin on the bottom right-hand side. Students' work must also display the name of the school.

Entries will be presented in the online exhibition at www.aug.cz.
Organising Committee will provide a selection.

Virtual Biennale Prague is cooperating with other projects /
Thierry Sarfis (France) 2degrees-petition (more at 2degrees-petition.com/)
Li Xu (China) Anti-Novel Coronavirus (more www.posterterritory.com/china-anti-new-coronavirus/)

Next cooperation will take place within the framework of Contemporary Literary and Artistic Culture Unit in the Institute of European Culture at The Polish University Abroad in London (PUNO) – Justyna Gorzkowicz and Jarosław Solecki.

What is Virtual Biennale Prague?

The international project Virtual Biennale Prague, which is based on the principles of non-verbal and inter-cultural communication. The project is a good example of incorporating an educational aspect into artistic practice through the confrontation and exhibition of artworks. The platform for an international poster exhibition called Virtual Biennale Prague was founded in 2007 and has already introduced several global topics (e.g. Global Crisis, Discrimination, Corruption, Fake News, etc.). The project is supported by the Department of Visual Communication of the FAD UJEP in Ústí nad Labem (prof. Karel Míšek, Jakub Konupka) and the Altán Klamovka Gallery in Prague (Lenka Sýkorová). In 2018, the 10th Virtual Biennale Prague with the theme Fake News interconnected 232 artists (142 professionals and 90 students) from 35 countries from around the globe. Over the past few years, there has been an increase from 150 participating artists to 300 and from 20 universities to 50. We see drawing as a tool of non-verbal communication across continents and nations that is omnipresent thanks to the Internet. This non-profit project is sustainable; it is environment-friendly because it reduces regular costs (it minimizes printing and travel expenses). The project is based on D.I.Y. principles, eliminates large institutions' impact and focuses on a new form of an artistic visual message that has no boundaries among nations. Posters are evaluated online by professional graphic designers. Therefore, the project easily reaches people outside the EU (Mexico, China, the USA, etc.). Using a visual language, we are developing an exhibition that shows the impact of digital technologies and the ever-present Internet, which is a permanently available visual material; however, behind these irreversible changes, it is possible to capture the author's statement through drawing and typography as evidence of cultural legacy, national identity and diversity.

New Statement

Social distancing has stopped cultural activities that are dependent on visitors and direct interaction. After the first shock, it is essential to continue the work because art is necessary for the mental hygiene that we still need. The role of culture is now that art has the potential to influence the future. At the same time, it shows beautifully how safe the online world is because it is hygienic. That is why our project of Virtual Biennale Prague has more meaning than ever. At the same time, we slowed the project down. Because the lesson today is that we succumbed to hurry. From 2020 we will be holding the Virtual Biennial Prague every two years.

The project will remain non-profit and independent. We still react to actual themes related to the global evolution of society. Within a small organizational team and international jury, we will emphasize the processing of sent posters, feedback and more communication with the participating graphic designers and more precise timing of the whole project.

Ten years have passed, and now we are entering another decade. The 11th edition of the biennale will take place in November 2020 and will be accompanied by the publication, which will be the documentation of the ten previous years. We are going to print 200 pieces, but it will be primarily e-publication because it is the right way of supporting the development of international visual communication now.

Currently, the project resonates more abroad than in the Czech Republic. We want to use this and continue to deepen our cooperation not only in the EU but also in Asia (China), Mexico, USA, Russia etc.

New publication
Drawing as a non-verbal communication tool

The main emphasis is on the power of the gesture through drawing, which is presented both in the areas of graphic design and in fine art. The publication is divided into three chapters. The first chapter deals the drawing in the context of its function as the cornerstone of the art form. Lenka Sýkorová's case study presents a part of her curatorial practice with a focus on the medium of drawing in contemporary visual art in an international context. The theoretical basis is put on drawing and its use in the field of graphic design. At the same time, however, it reflects the position of contemporary drawing in fine art, where in recent decades drawing has been liberated from the surface to the volume.

In the second part of the publication, you can find texts by representatives of both older and middle generation of graphic designers, who are active as university academics and curators, who they can give the research issue into an international context. These texts bring perfect examples of praxis directly from selected countries. Texts have already been written by Thierry Sarfis (FR), Pekka Loiri (FI, Lahti International Poster Biennial, Helsinki), Karel Míšek (CZ, FAD JEPU in Ústí nad Labem), Dušan Junek (SK), Yasha Rozov (IL, Faculty of Design at Holon Institute of Technology, Holon), Li Xu (CN, Beijing Institute of Graphic Communication, Beijing), Laze Tripkov (MK, Skopje Poster Festival and International Balkan University, Skopje) and Eduardo Barrera Arambarri (MX).

The third part is focussed into the documentation for the international project Virtual Biennale Prague, which is based on the principles of non-verbal and intercultural communication. The project is a good example of incorporating an educational aspect into artistic practice through the confrontation and exhibition of artworks.

Editor / Lenka Sýkorová

Autors of texts / Eduardo Barrera Arambarri, Dušan Junek, Pekka Loiri, Karel Míšek, Yasha Rozov, Thierry Sarfis, Lenka Sýkorová, Laze Tripkov and Li Xu.

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