

WAKE-UP CALL

WAKE-UP CALL

Scientific Committee

Prof. dr hab. Halina Taborska
Prof. dr hab. Jolanta Chwastyk-Kowalczyk
Prof. dr Michael Fleming
Prof. dr Grażyna Czubińska
Dr Justyna Gorzkowicz

Editor-in-Chief of the Series: Dr Justyna Gorzkowicz

Cover graphic concept: Jakub Konupka

The visual concept of the series, typesetting and formatting: Jarosław Solecki

Proofreading: Dr Teresa Folga-Naidoo

Published by

PUNO Press
Polish University Abroad in London (PUNO)
238-246 King Street
London W6 0RF, United Kingdom
punopress@puno.ac.uk

Copyright ©PUNO Press & Authors

Blue Point Art Series – PUNO Press, London 2020
Some rights reserved. Creative Commons Attribution 3.0 (Unported)
CC-BY-NC-ND 3.0
ISBN 978-1-9160592-3-8

The publication Blue Point Art Series is a part of a virtual poster exhibition: *Wake-up Call*, which took place in the 3D Blue Point Art Gallery at the Polish University Abroad (PUNO) in cooperation with the Culture Lab Foundation in 2020. The exhibition was developed as web app in WebGL technology. Gallery was designed and build by Jarosław Solecki (jaroslaw.solecki@puno.ac.uk)

CONTENTS

- ◄ **Introduction** Justyna Gorzkowicz
- ◄ **About the Virtual Biennale Prague**
 - ◄ **Virtual Biennale Prague Project** Karel Míšek
 - ◄ **Viva la Poster, viva la Virtual Biennale Prague!** Laze Tripkov
 - ◄ **Virtual Biennale Prague: Wake-Up Call 2020** Lenka Sýkorová
- ◄ **Catalogue of Winning Posters**
- ◄ **Biograms**
- ◄ **Reference**

INTRODUCTION

The Virtual Biennale Prague has been held in the Czech Republic since 2007. Each of these international artistic assemblies is based on a specific theme. This year sees the biennale's 11th edition. The current biennale's topic is Wake-Up Call. This is also the title of an exhibition at the 3D Blue Point Art Gallery (at the Polish University Abroad (PUNO) in London¹) which follows the publication. The exhibition is one of several international poster exhibitions within the framework of events promoting results of the competition in 2020².

The initiators of the Virtual Biennale Prague – involving poster designers in two categories: one for professionals and another for students – are prof. Karel Míšek and dr. Lenka Sýkorová. Both of them are associated with the Jan Evangelista Purkyně University in Ústí nad Labem in the Czech Republic³.

Profesor Míšek is a graphic designer, typographer and the author of unique posters. As a former student of the "father" of the Polish

Poster School, Henryk Tomaszewski – Míšek is also the heir to the ideas promoted by the school. Its characteristic feature was to combine painting aesthetics with a metaphor of a sparing message applied in the poster. The results of those activities highlight the artfulness of a poster and their suggestive content, often containing references to various cultural threads⁴.

Doctor Sýkorová is an art historian, critic and curator of contemporary fine art (i.e. Altán Klamovka Gallery in Prague). Her research and curatorial activities coincide in creativity. Sýkorová creates new artistic spaces by experimenting with exhibiting and understanding the image as a non-verbal message that can be read across cultures.

These unique duo, for years, have been gathering around their own initiatives an international group of experts in a field of arts and also visual artists themselves, either as members of the jury or participants in the competition.

Since the beginning, the idea of the competition was based on participants' involvement in social issues (including: discrimination, fake news, ect.).

1 More about the Blue Point Art Gallery: <https://clacu.puno.edu.pl/the-blue-point-art-gallery>, [2020-11-15].

2 More information: Lenka Sýkorová, *11th Virtual Biennale Prague: Wake-Up Call 2020*, in this publication.

3 More information: *Bigrams*, Ibidem.

4 Compare: Elizabeth E. Guffey, *Posters: A global history*, London: Reaktion Books 2015; Dorota Folga-Januszewska, *Art of polish poster*, Olszanica: Wydawnictwo BOSZ 2018.

Importantly, it has often referred to the global context as well as to finding its local resonance, indicating important elements of the given community or individuals life. The verbal and non-verbal communication conveyed by the black and white posters, the essence of Prague Biennale, provided an opportunity for a critical view of the contemporary world.

The 11th edition of the Prague's Biennale has coincided with the outbreak of Covid-19 pandemic, gaining additional significance. How the topic of Wake-Up Call was interpreted by participants is confirmed by notes to the awarded posters. On one hand, we have references to the pandemic and reactions to the events related to Black Lives Matter movement in the United States. On the other hand, there is a more universal approach, concerning human beings as a part of a society, as well as a view of the present day from the perspective of a man entangled in media chaos.

What seems to be really piercing throughout all these works are the common desire to understand the world and desire to achieve harmony – the issues almost as old as the existence of human culture. Between the proposed ways of achieving these ambitions, artists point out, amongst others, openness to each other, the use of resistance to injustice that we encounter, the pursuit of freedom or quite simply being optimistic. Collected by the curator of the event on common denominator

Wake-up call these findings give a prompt to look at the surrounding problems from several perspectives. At the same time, they imply a sort of unanimity which is briefly outlined by the one message – one goal. According to Sýkorová, this is far-reaching, it can inspire people with something positive because “art has the potential to influence the future”.

This publication consists of three main parts. In the first one, we can learn about the assumptions made by organisers of the Virtual Biennial Prague. In here Karel Míšek, Laze Tripkov and Lenka Sýkorová share their insights.

In the second part, we acquaint ourselves with the formal information about the 11th edition: Wake-Up Call (such as Organizing Committee, Jury, etc.) and final results of the competition. Subsequently, the awarded works are presented with the author's note, which specifies an artistic concept.

The third and last of the publication presents biograms of the Virtual Biennial Prague initiators, the members of jury and the artists awarded in 2020.

Justyna Gorzkowicz

Director of the Blue Point Art Gallery

Editor-in-Chief of the Blue Point Art Series – PUNO Press

VIRTUAL BIENNALE PRAGUE

ABOUT

VIRTUAL BIENNALE PRAGUE PROJECT

Karel Míšek

Co-author the Virtual Biennale Prague

For a long time, I was contemplating on the idea of an alternative platform that would be as independent, attractive and accessible to many artists and views on globally interesting topics as possible. I knew that all established exhibitions had the same system of selecting and including artworks in catalogs and exhibitions. An enlightened approach to selecting exhibits is very important in this case. Nowadays, it takes a very long time to exhibit artworks, which also has an impact on the presented artworks. Nevertheless, something very positive came out of this fact. I had reached the conclusion that it was possible to create a new and inexpensive platform for topical and strong topics that could bring together artists based on their interest in the project content. I was very surprised – and not only me – by the interest of art students and professional artists in the first Virtual Biennale Prague. Speed and topicality were exactly the characteristics of today's social networks.

I asked the art historian Lenka Sýkorová and my colleagues to join the project since it could not have been done without them. We put together an international jury, which worked

under internationally recognized conditions, and ensured printing and everything necessary to make the project possible. The name “Virtual Biennale Prague” was chosen on purpose as provocation, hyperbole in relation to established poster and graphic design exhibitions, even though our biennale was held every year. The fact that the artists sent their posters in black and white made everything faster, and it was very interesting to see the final result. The posters sent to the biennale competition were always exhibited in the Altán Klamovka Gallery in printed form as well as in a virtual gallery⁵.

VIVA LA POSTER, VIVA LA VIRTUAL BIENNALE PRAGUE!

Laze Tripkov

Member of the International Jury Virtual Biennale Prague

Virtual Biennale Prague presents one of the most unique concepts so far, merging a few of the same yet different approaches – one that involves the poster, a second one that gives an input of a virtual concept, and a third one that involves the B&W⁶ expression. I am proud to mention that so

5 Virtual gallery, for example the Fake News topic in 2018: <https://fakenews-2018.tumblr.com/>, [2020-10-30].

6 Black and White.

far I have served several times as a jury member and one time as president of the jury with some of the most famous graphic designers in the world.

Virtual Biennale Prague promotes the higher values of the poster, giving equal opportunities to designers from all over the world – with a strong responsibility to the network of creatives, design as a profession and the growth of the design community. It declares and promotes openness to change certain problems, to point out the solutions and policies, to remind one of certain world processes and above all to challenge the youth. Showing integrity toward visions and creative values, the designer, authorship and copyrights, ideas and leadership. As an organizer of poster competitions and other manifestations, the Virtual Biennale Prague community pays important attention to inter-ethnic collaboration, professional community development and local student and professional community engagement, creating a strong design value that is increasing its potential.

Bearing in mind the problems and progress that await us designers on the road to the future and by preserving the authenticity, and the cultural design outreach, Virtual Biennale Prague can inspire new values for generations to come.

VIRTUAL BIENNALE PRAGUE: WAKE-UP CALL 2020

Lenka Sýkorová

Co-author and a Curator of the Virtual Biennale Prague

Covid-19 pandemic which resulted in social distancing has negatively impacted cultural activities that depend on visitors and their direct interaction.

After surviving the first hit of coronavirus, it is important to continue working in the art sector as it is essential for psychological well-being. One of the many cultural roles is to highlight the potential of art which will shape the future. At the same time, it is obvious how safe the virtual world could be without possibility of direct contact with another human being. This seems more hygienic, and it helps to minimize the spread of the disease. That's why the 11TH Virtual Biennale Prague project is more important than ever before.

The platform for an international poster exhibition called Virtual Biennale Prague was founded by AUG Design Association in 2007 in Prague⁷. Thanks to the internet, drawings have been seen as the tools of non-verbal communication across nations globally⁸.

7 More information: <https://www.aug.cz/en/aug/2020-10-30>].

8 Juhani Pallasmaa, *The Thinking Hand: Existential and*

The project based on non-verbal and intercultural communication is a good example of how to incorporate educational aspects into artistic practice through the confrontation and exhibition of artworks. Through integration of drawing with graphics and typography, graphic designing becomes a visual language that can be addressed by social issues. The international posters exhibition platform has already held several topics across the globe (Global Crisis, Discrimination, Corruption, Fake News, etc.). Current project is supported by the Department of Visual Communication of the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem (prof. Karel Míšek and Jakub Konupka) and the Altán Klamovka Gallery in Prague (Lenka Šýkorová).

Out of all registered works on Wake-Up Call in 2020, the board selected 259 participants from 20 countries; 146 professionals, 113 students and 49 universities. The 11th Virtual Biennale Prague 2020 Wake-Up Call is taking place in both virtual and traditional ways. The virtual venues of this year's exhibition including the Tumblr – a social networking 'microblog' (<https://wake-up-call-2020.tumblr.com>)⁹ and the 3D Blue Point Art

Gallery at the Polish University Abroad in London (PUNO), UK (<https://clacu.puno.edu.pl/wake-up-call>) is opening on 27th November¹⁰. A physical locations of the Wake-Up Call exhibition are at the Altán Klamovka Gallery in Prague – which opens on 1st December, and at the State Historical Museum of South Ural in Chelyabinsk in Russia as a part of the 6th Festival of Contemporary Art «Debarcader-2020» (3-17 November 2020).

This sustainable non-profit project is environment-friendly and it reduces regular costs on printing and travel. Based on D.I.Y. principles, it also eliminates the impact of large institutions and focuses on a new form of an artistic visual message that has no boundaries between nations. Posters are evaluated by professional graphic designers online and 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 permanent and available visual material; however, behind these irreversible changes, it is possible to capture

Embodies Wisdom in Architecture, New York: Wiley 2009.

9 The whole collection of the 11th Virtual Biennale Prague 2020 Wake-Up Call: [https://wake-up-call-](https://wake-up-call-2020.tumblr.com)

2020:<https://wake-up-call-2020.tumblr.com>, [2020-09-10]. More about Biennale: <https://www.aug.cz/en/virtual-biennale-prague>, [2020-11-10].

10 Wake-Up Call at the Blue Point Art Gallery (PUNO & Culture Lab Foundation): <https://clacu.puno.edu.pl/wake-up-call>, [2020-11-18].

the author's statement through drawing and typography as evidence of cultural legacy, national identity and diversity¹¹.

We are entering a new time, a decade with the vision that our project will remain non-profit and independent. We are continually responding to current topics related to the global development of society. Our small organizational team and the international jury are staying focused on developing different possibilities of poster presentation in a virtual environment. We are also expanding collaboration and are supporting the projects of French designer Thierry Sarfis 2degrees; Chinese designer Li Xu Anti-Novel Coronavirus and Polish colleagues from the United Kingdom, Justyna Gorzkowicz and Jarosław Solecki Blue Point Art Gallery 3D platform.

As a curator, I realize that social problems cannot be resolved by the limited form of author posters, but in the way that art has been done since the 20th century¹². I focus on the fact that it is possible to point out problems, which are part of the process of self-identification through art, the

case, where artwork is initiated by an artist himself or a curator. At the same time, I believe that art can cultivate visual culture which creates aesthetic values of society and a cultural heritage for future generations¹³.

11 Denis McQuail, *Mass Communication Theory*, London: Sage Publication Ltd, 2010, Part 4 – Global Mass Communication.

12 Michael Rock, *The Designer as Author*, in: Helen Armstrong (ed.), *Graphic Design Theory: Readings from the field*, New York: Princeton Architectural Press 2009.

13 Nicholas Mirzoeff, *How to See the World*, London: Pelican 2015.

CATALOGUE OF WINNING POSTERS

WAKE-UP CALL

THE VIRTUAL BIENNALE PRAGUE 2020: WAKE-UP CALL 2020 –

International Art Project is divided into two categories: Professional and Student Category and is represented by visual artists from Austria, Belarus, Belgium, Canada, China, Czech Republic, Ecuador, France, Germany, Hungary, Indonesia, Italy, Mexico, Poland, Rumania, Russia, Slovakia, Taiwan, Ukraine and USA.

AUTHORS OF PROJECT are prof. Karel Míšek and dr. Lenka Sýkorová

CURATOR OF PROJECT is Lenka Sýkorová

GRAPHIC DESIGN by Jakub Konupka

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)

FINAL RESULTS JURY OF 11TH VIRTUAL BIENNALE PRAGUE 2020

GRAND PRIX – Nadia Ceruti, Italy

PROFESSIONALS:

Golden Prix – Quentin Roussel, France

Silver Prix – Szymon Szymankiewicz, Poland

Bronze Prix – Teija Hohl, Austria

HONOURABLE MENTION:

Lex Drewinski, Germany (For Altán Klamovka Gallery In Prague)

Bartosz Mamak, Poland (For Aug Prague)

Xiangxiang Xu, China (For Svu Prague)

Victor Kovalenko, Russia (For Gd1 At Fad Jecu In Ústí Nad Labem)

STUDENTS:

Golden Prix – Xu Meng, Hunan University Of Technology, China

Silver Prix – Siqing Yang, Central China Normal University, China

Bronze Prix – Barbora Němcová, Fad Jecu, Czech Republic

HONOURABLE MENTION:

Rongxun Han, Anhui Polytechnic University, China (For Altán Klamovka Gallery In Prague)

Juliána Sedláková, Fad Jecu, Czech Republic (For Aug Prague)

Fabio Salomon, laad, Italy (For Svu Prague)

NADIA CERUTI, ITALY

GRAND PRIX

Human beings are at the center of contemporary society, which is entirely influenced by their lifestyle and behavior. Humans are the key to their salvation. Only through their strengths and knowledge will they be able to find new solutions to earning and securing a future on this planet.

GRAND PRIX



you are the key

Nadia Ceruti

wake up call GRAND PRIX
11° Virtual Grande
Prague 2010

Nadia Ceruti
professional, Italy

QUENTIN ROUSSEL, FRANCE**PROFESSIONALS – GOLDEN PRIX**

The American flag is a strong and sacred symbol of patriotism in the USA. Names of black American citizens are written between the stripes, their age of death between the brackets. The list seems endless. They were all killed by white people, mostly police officers who represent the law, often seen as heroes. They were killed because they were black. We shall not forget their names. The Black Lives Matter movement rose again this year, and people have been protesting despite the sanitary restrictions. Like many others, I educated myself on anti-racism through social media and learned all the things that school never tells us. This tragedy was a wake-up call for many of us.



WAKE UP CALL GOLDEN PRIX
13^e Virtual Générale
Prague 2020

Quentin Roussel
professional, France

SZYMON SZYMANKIEWICZ, POLAND**PROFESSIONALS – SILVER PRIX**

The poster entitled “Rat” (“Szczur”) was created during the recent lockdown introduced in Poland because of the COVID-19 pandemic. Being trapped at home and having to work remotely, the empty streets, the cancelled academic courses and cultural events – all this helped me to rethink the meanings we attach to our everyday lives. I was directly inspired by the song “Time” (“Czas”) performed by a new Polish band called UDW (Ukryte dowiadomości).

PROFESSIONALS – SILVER PRIX



wake up call **SILVER PRIX**
11th Annual Awards
Pinged 2020

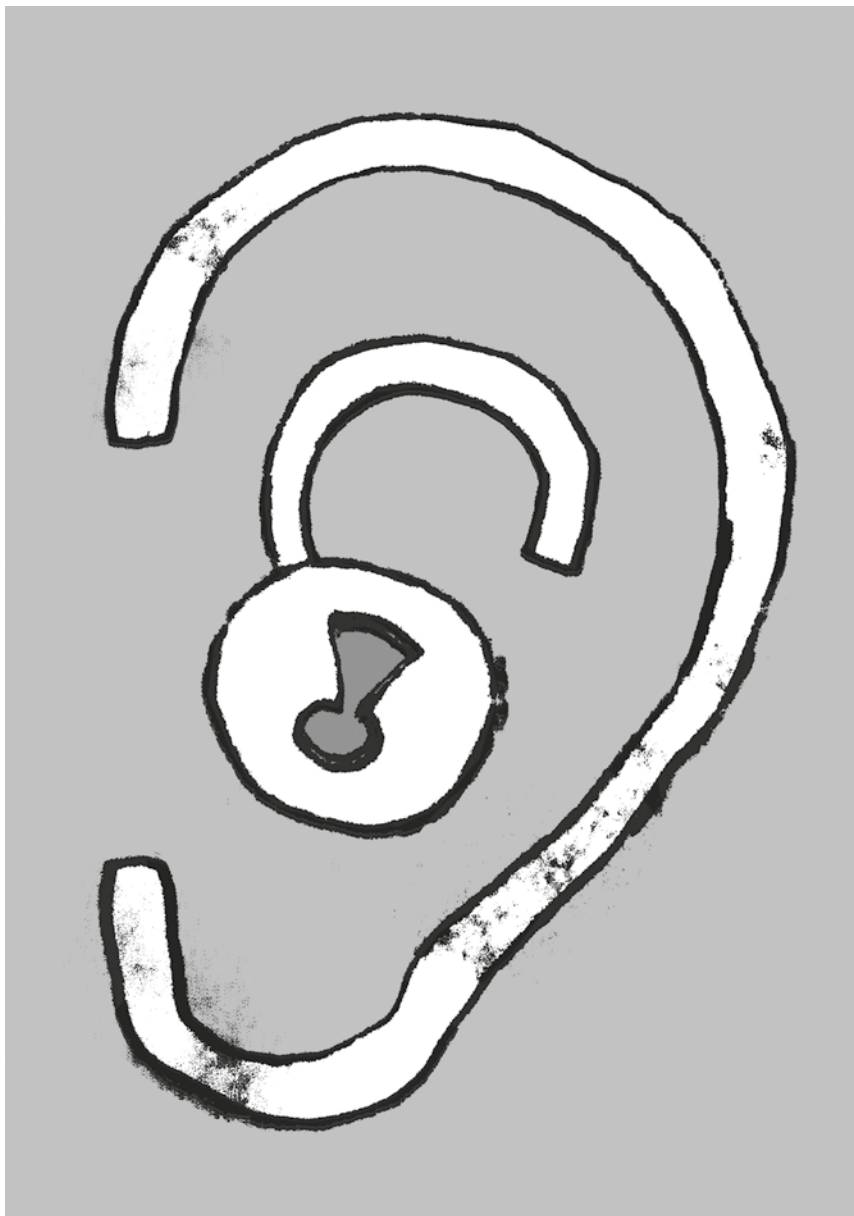
Szymon Szymankiewicz
professional, Poland

TEIJA TUULIKKI HOHL, AUSTRIA

PROFESSIONALS – BRONZE PRIX

If you want to cause a wake-up call, the other party needs to be open to communication. If they do not have an open ear for your concern, the message will not reach them.

PROFESSIONALS – BRONZE PRIX



WAKE UP CALL BRONZE PRIX
13th Virtual Gemdale
Prague 2020

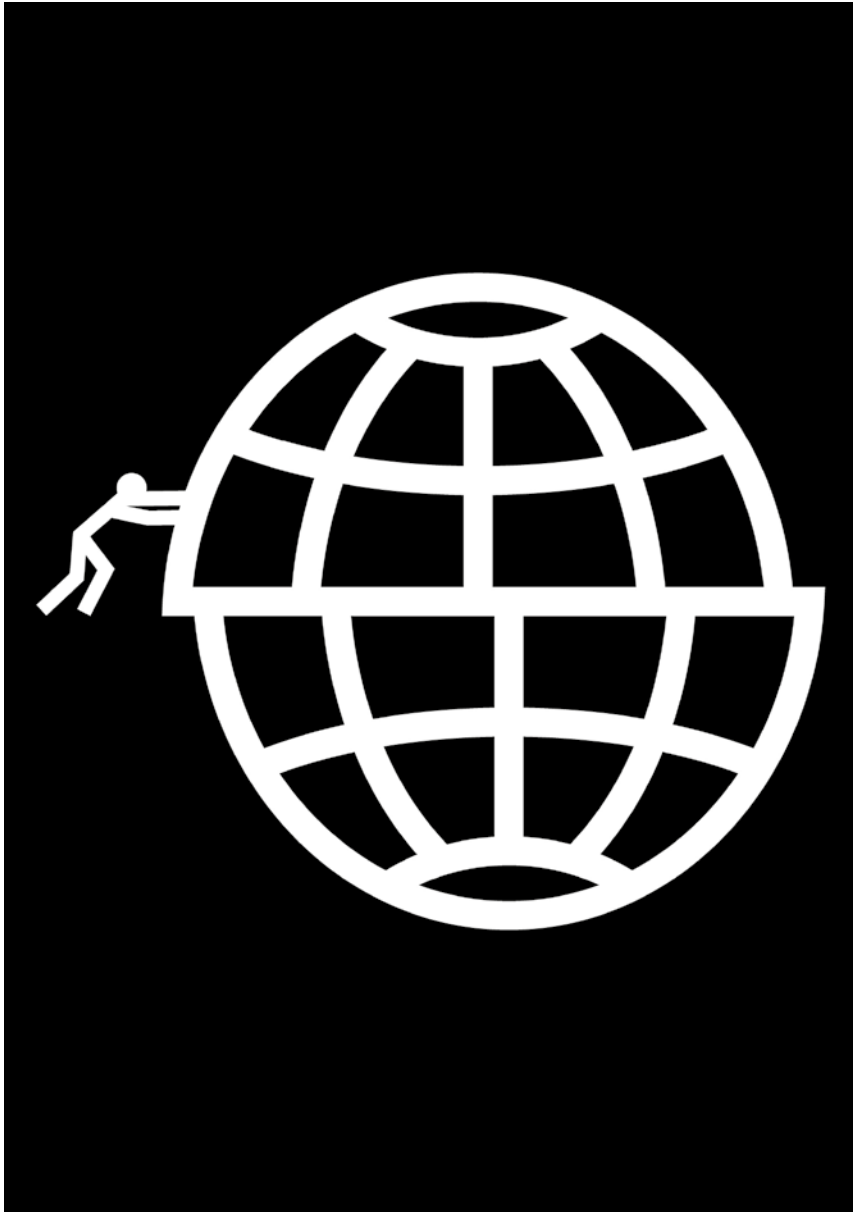
Tanja Mohl
professional, Austria

LEX DREWINSKI, GERMANY

PROFESSIONALS – HONOURABLE MENTION

The poster “Without a Title” depicts a human who is trying to align one half of the globe with the other half by pushing it. In the context of current problems like climate change, pandemics, social injustice, racial conflicts, division, and the seeming misalignment between groups of people, humanity should try to get the world back on track for a united future.

HONOURABLE MENTION



wake up call HONORABLE MENTION
13th Virtual Globeale
Prague 2020

Lex Drewinski
professional, Germany

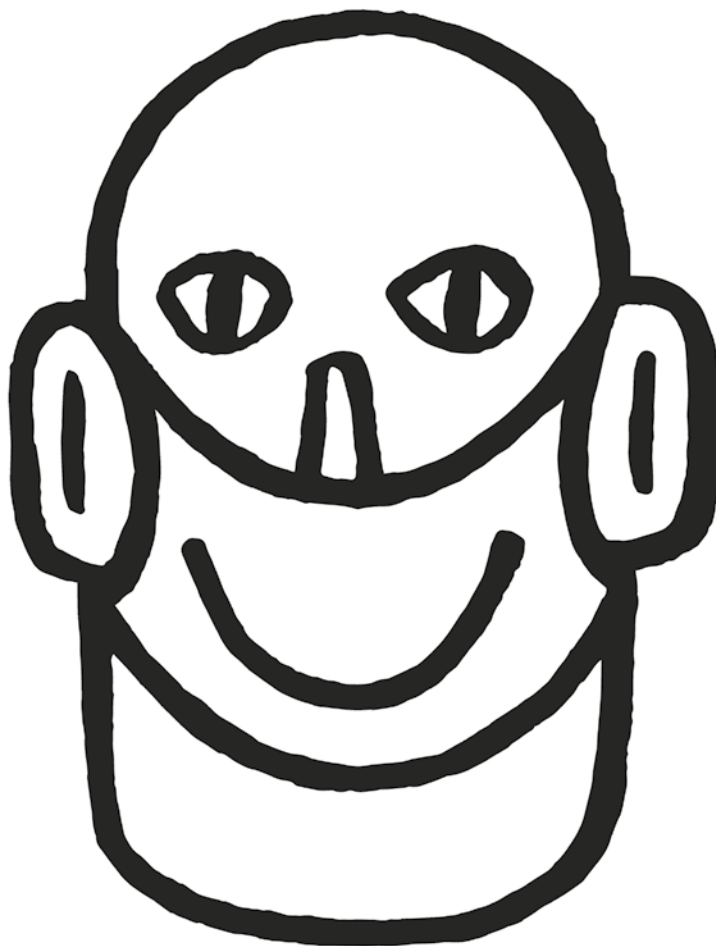
BARTOSZ MAMAK, POLAND

PROFESSIONALS – HONOURABLE MENTION

Wake up! Be positive!

The poster was created in response to the current global situation, which is the pandemic caused by the Covid-19. The virus has dominated our lives and caused us fear and many negative emotions. Through this poster, I wanted to show that despite the fact that the virus has created huge confusion in our daily lives, we should smile. Let us try to look into the future with the hope that it will be normal, and it will be beautiful. It is important to accept the current situation and to live as fully as possible despite the existing restrictions. In such difficult times, we need as many smiles as possible. The form of the poster is minimalistic and positive, and therefore reaches a broader audience to stir their emotions.

WAKE UP! ☺
BE POSITIVE



VICTOR KOVALENKO, RUSSA

PROFESSIONALS – HONOURABLE MENTION

Resistance

In today's tumultuous and chaotically moving world, people are trying to express themselves, their desires, ideas and thoughts towards certain events, whether it's an ecological, political or social situation. Of course, the ruling powers are always trying to stir things up, mix them up and change the news. As a result, we have constant turbulence and rotation of news from all platforms of mass media. There is only one thing that can stop all this chaos and finally make people's voices heard, and that is RESISTANCE. When we look at this poster from a close distance, a close perspective, we can't see the letters, only the chaos of turbulent lines, just like fragments of thin paper strips or wires of the media twisted like a spiral. But when we look at it from a distance, amidst these twisted lines we start noticing the word RESISTANCE, it starts gradually appearing like the free voice of people coming through the constant spiral of the modern mass media. This keyword speaks for itself — from the right people, through the right people and for the good people around the world.

HONOURABLE MENTION



Victor Kovalenko
k.v.k-art@ya.ru
2020, Russia

wake UP CALL HONORABLE MENTION
13th Virtual Biennale
Prague 2020

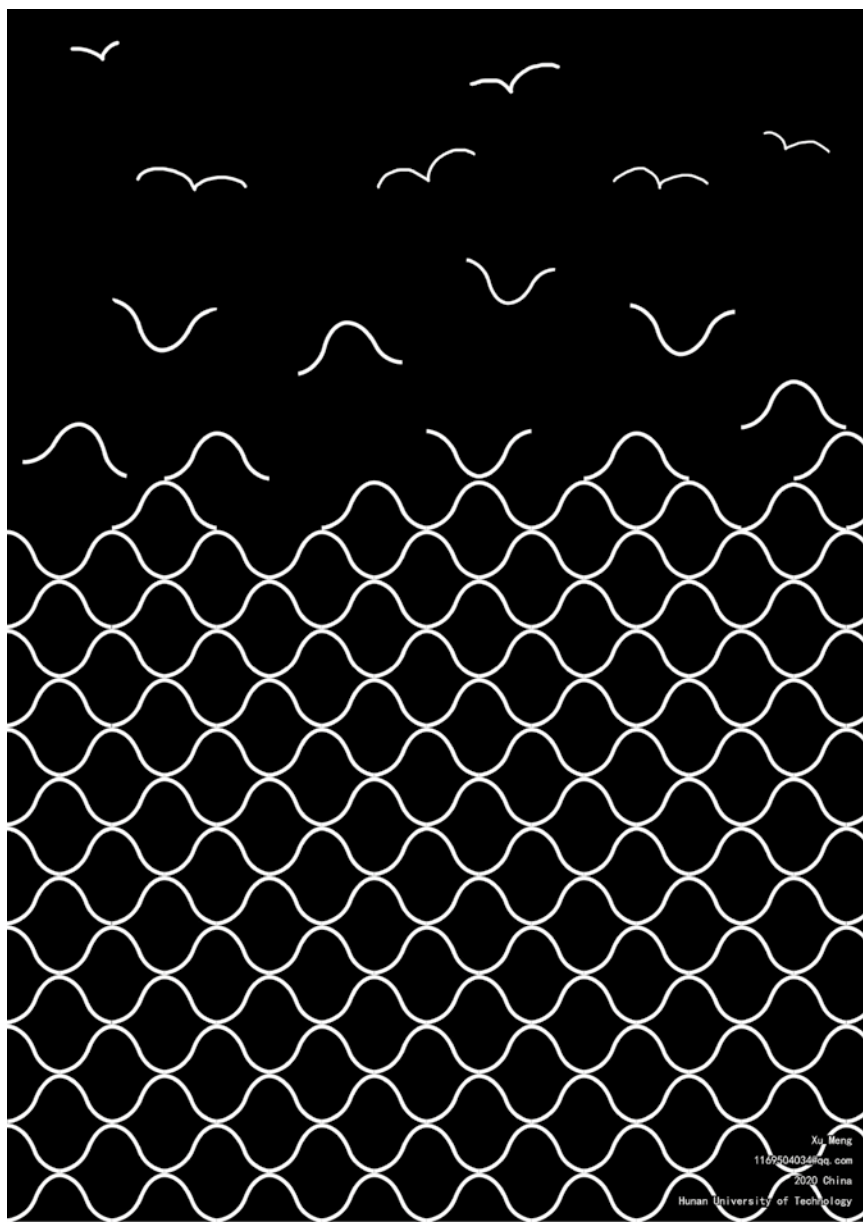
Victor Kovalenko
professional, Russia

XU MENG, CHINA

STUDENTS – GOLDEN PRIX

The poster uses a gradual graphic design technique. The barbed wire represents confinement and singleness. The poster gradually transforms the barbed wire composed of a single figure into a free-flying bird, so as to convey freedom.

STUDENTS – GOLDEN PRIX



Xu Meng
1109504034@qq.com

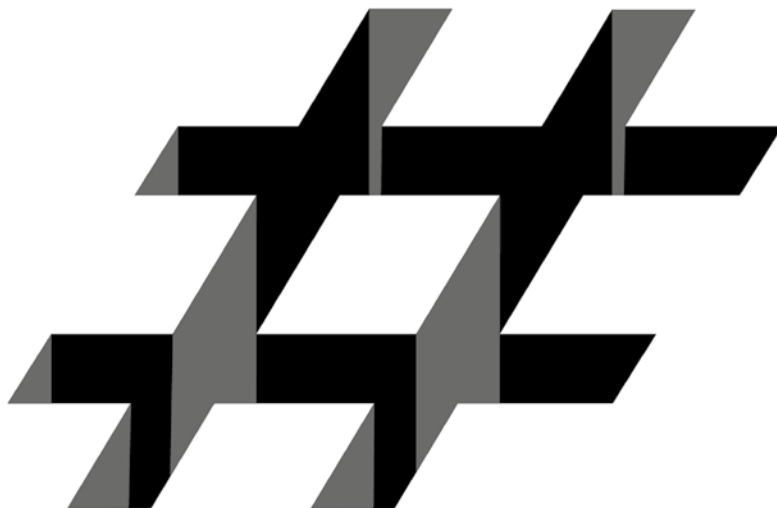
2020 China
Hunan University of Technology

WAKE UP CALL GOLDEN PRIX STUDENT
13th Virtual Summit
Prague 2020

Xu Meng
Hunan University of Technology
student, China

SIQING YANG, CHINA**STUDENTS – SILVER PRIX**

This poster stems from my thinking about life around me. Nowadays, people spend a lot of energy and time in the virtual world, especially on social media software. These apps are not only a convenient medium for people to communicate but also an important place for people to get information every day. The development of the Internet has caused a flood of information, and people are besieged with endless information. In many cases, what we see may not be true. There may be pitfalls hidden behind various topics. Our thoughts are easily manipulated and guided by various media. When the truth is revealed, it becomes difficult for people to trust the media.



Social media manipulation

wake UP CALL SILVER PRIX STUDENT
11th Virtual Graduate
Prague 2020

Siqing Yang
Central China Normal University
student, China

BARBORA NĚMCOVÁ, CZECH REPUBLIC**STUDENTS – BRONZE PRIX**

Each person plays a role in society and that is why each of us matters. A lot is happening right now all around the world and sometimes it is hard to find your way around and act right. Anyway, we should not hide from problems to stay in our comfort zone. The best way to start is with yourself. Wake up and do not close your eyes to the world around and its issues. The poster uses the metaphor of sticking one's head in the sand before social problems that expresses a person who is not truly thinking. Also, the figure seems to be asleep and waking herself up while the storm is coming.



WAKE UP CALL BRONZE PRIX STUDENT
13" Virtual Graphic
Prague 2010

Barbora Němcová
FUD UJEP
student, Czech Republic

HAN RONGXUN, CHINA**STUDENTS – HONOURABLE MENTION**

The poster uses cranes and humans as positive and negative graphics. The head of the crane is bleeding, conveying the concept of protecting endangered species and that the protection of wild animals starts with us, and calling for the harmonious coexistence of humans, animals and nature.

Endangered

wake UP CALL HONORABLE MENTION STUDENT
11th Virtual Semester
Prague 2020

Rongxin Han
Anhui Polytechnic University
student, China

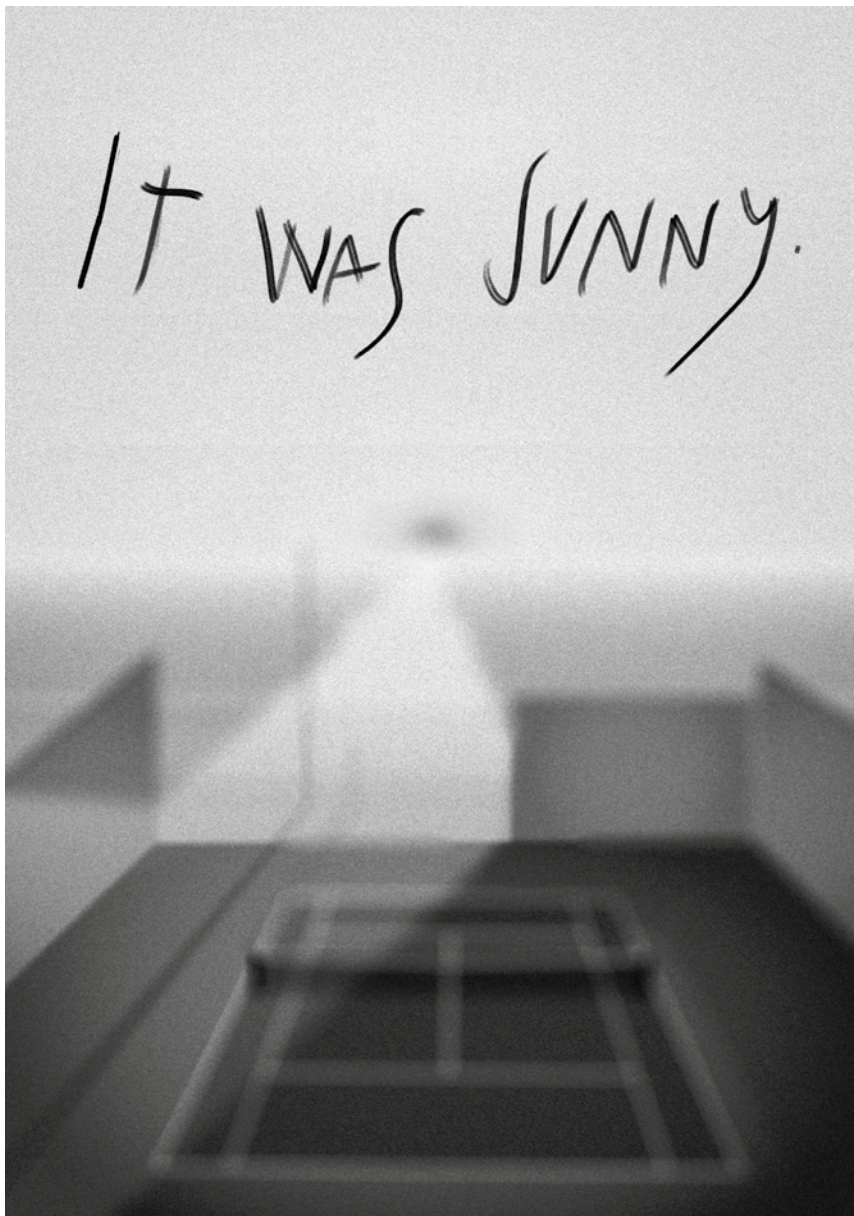


SALOMON FABIO, ITALY

STUDENTS – HONOURABLE MENTION

It was sunny

We don't care about air while breathing; we don't care about food while eating; we don't care about our freedom when we're free. "It was sunny" represents the way I looked at FREEDOM when my personal freedom was temporarily lost during the quarantine.



wake up call HONORABLE MENTION STUDENT
13th Virtual Biennale
Prague 2019

Fabio Salomon
IAAD - Istituto d'Arte Applicata e Design
student, Italy

JULIÁNA SEDLÁKOVÁ, CZECH REPUBLIC**STUDENTS – HONOURABLE MENTION**

If we take a look at the events of this year, we can observe a massive lethargy in society, too much confidence in the mass media and slow thinking about real problems. This poster presents a visual metaphor for the need to wake up to the real world. The main motif of the poster is a pacifier, the soft part of it is replaced by a cactus plant. The primary purpose of the pacifier is to calm down a baby. A cactus is a plant that has no leaves, only thorns. If we change the familiar softness of the pacifier and replace it with the sharpness of a cactus, the pacifier will lose its original function. The connection between these two objects creates a visual situation that is striking and unpleasant to watch. The poster is made by expressive hand-drawing.



JULIANA SEDLÁKOVÁ | CZ | GDI | FAD LAMP | 2020

WAKE UP CALL HONORABLE MENTION STUDENT
11" Virtual Graduate
Prague 2020

Juliana Sedláková
Univerzita Jana Evangelisty Purkyně v Ústí nad Labem
student, Czech Republic

BIOGRAMS



Nadia Ceruti (1988, Ivrea, Turin) – Grand Prix Wake-Up Call. She graduated with a degree in Graphic and Virtual Design from the Polytechnic University of Turin in 2012. That same year, she attended a 6-month extracurricular internship at Laboratorio Zanzara, a non-profit social cooperative that aids people with mental illness in the fields of art, design and graphics. She interned again for six months in Karlsruhe (DE) at Magma Brand Design, a communication agency where she worked on corporate identity projects and posters. Once back in Italy, she returned to Laboratorio Zanzara, fascinated by its peculiarity in being a breeding ground for experimentation where different sensibilities meet, artistically and on a human level. She has been working here since 2015, under the artistic direction of Gianluca Cannizzo, handling projects ranging from Illustration to exhibition and event planning, from brand identity to publishing and packaging.



Prof. dr. hab. Lex Drewinski (1951, Szczecin, Poland) – Professionals: Honourable Mention Wake-Up Call. Lex Drewinski was a student at the State Higher School of Fine Arts (now the University of Fine Arts) in Poznań in Poland from 1976 – 1981 (he graduated with honors from Professor Waldemar Świerzy's Class of Poster Art). In 1983 – 1985, Drewinski worked as a director and scriptwriter at the Animated Film Studio in Poznań.

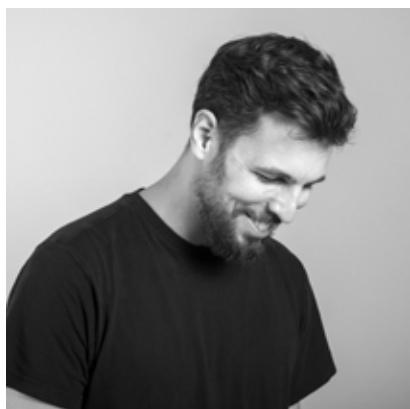
In 1985, Prof. Lex Drewinski left Poland for West Berlin. From 1992 - 2017, he was a professor at the Faculty of Graphic Design at the University of Applied Sciences in Potsdam (Germany). In 2008, he was promoted to Doctor of Fine Arts (University of Fine Arts, Poznań). In 2011, he was habilitated to Doctor of Fine Arts (University of Fine Arts, Poznań). In 2015, he was appointed a professor of fine arts by the President of the Republic of Poland (University of Fine Arts, Poznań). Since 2010, he has been a professor of the Faculty of Graphic Design at the Academy of Art in Szczecin (Poland). From 2002 - 2016, he wrote columns for the Polish Design Quarterly "2+3D". Drewinski has won more than 200 awards and distinctions, mainly in international competitions and cyclical and occasional events. He has had one-man shows in more than 60 exhibitions all over the world. He is an honorary member of the Association of Applied Graphic Designers (STGU).



Salomon Fabio (22 years old) – Students: Honourable Mention Wake-Up Call. He is a graphic design student at IAAD Bologna in Italy. I have always been interested in light, especially in its interaction with different shapes and materials. In my works, I want to recreate realistic environments through the combination of vector shapes and artificial lights. My process starts with a meticulous analysis of an existing environment, and this allows me to notice every little aspect that creates our world and reality.



Teija Tuulikki Hohl, M.A. – Professionals: Bronze Prix Wake-Up Call. She is a Finnish graphic designer living in Austria. She studied Fashion Design and worked as a fashion and textile designer in her home country. After moving to Austria, she studied in Linz, from where she earned a Master of Arts in Visual Communication. After graduating, she worked for advertising companies in Vienna and Salzburg. Teija Hohl has decades of experience in teaching at various educational institutions. Currently, she is a senior lecturer at the University of Art and Design Linz (Kunstuniversität Linz). She also works as a product designer and freelance illustrator. Teija Hohl has participated in many poster exhibitions focusing mainly on social issues, in Austria and abroad. Her artwork is included in the permanent collections at many prominent museums around the world, such as the Victoria & Albert Museum in London (UK), the Dansk Plakatumuseum in Aarhus (Denmark) and the Center for the Study of Political Graphics, Culver City (USA).



Jakub Konupka (1987, Czech Republic) – a member of the Organising Committee and graphic designer of the Wake-Up Call. He studied under the lead of prof. Karel Míšek at the Faculty of Art and Design of the J. E. Purkyně University in Ústí nad Labem where he now continues as a Ph.D. candidate and assistant lecturer. Among other disciplines of graphic design, his mainly focuses on typography, poster and visual identity design.

His interest in the role of visual communication and design in modern society is reflected in his thesis which studies future possibilities of print media in predominantly digital world. Jakub Konupka is also a member of the Association of Graphic Design (AUG), and collaborates on international projects such as Virtual Biennale Prague.



Victor Kovalenko (1987, Odintsovo, Moscow region) – Professionals: Honourable Mention Wake-Up Call. He is a graphic designer from Russia Middlesex University London MA Graphic Design graduate with distinction. He has more than 10 years of experience in projects that involved editorial and poster design, books/catalogues design, typography, illustrations, photography, portrait graphics and the layout of various publications. He has been a participant, finalist, selected and invited designer in more than 70 international and national design exhibitions and competitions. His works have been presented in multiple exhibitions in 19 countries: the United Kingdom, the Netherlands, Belgium, Germany, Spain, Hungary, Poland, Estonia, Slovakia, Turkey, Cyprus, Russia, Iran, China, South Korea, Thailand, Peru, Ecuador and Mexico. He was an invited member of the final main jury for the “Virus is Over” design exhibition in Taiwan, 2020. Awards: Honorable mention, 11th Virtual Biennale Prague. Professional category. Czech Republic, 2020. Winner — 1st Prize, Posterists in the World 2019. Category: Cultural poster. Peru, 2019. Winner — 3rd prize, 2nd PosterFest Budapest. Category: Professional international graphic artists. Hungary, 2018.

In 2015 Victor Kovalenko completed his bachelor's degree in Graphic Design at the Moscow Art Industrial Institute in Russia and in 2016 he successfully completed his master's degree in Graphic Design at Middlesex University London with distinction. After his return to Russia in February 2017, he worked as a graphic designer in one of the top educational companies in Moscow. Since April 2019 he has been studying German in Berlin, Germany and in Moscow, Russia. Currently he continues working on different design projects in Russia and international poster exhibitions.



Pekka Loiri (1956, Finland) – a member of the International Jury Virtual Biennale Prague . Pekka Loiri has been awarded dozens of international prizes in the graphic design field and has worked as a jury member in dozens of international exhibitions. Loiri has received the government's Design Award, the Award of the Finnish Culture Foundation and the Finnish government art subsidy by the government's Art and Design Committee. He has been voted Graphic Designer of the Year and awarded the Platinum Top by Grafia, (the Graphic Designers Association in Finland), the ProCom Associations Lifetime Achievement Award, the Mexico Poster Biennial medal and the Pro Finlandia medal. Alongside his work as a graphic designer, Loiri has been widely involved in education, working at the University of Art and Design in Helsinki (currently Aalto University) and as the chancellor at the Helsinki MG school. He has worked as a visiting professor and has offered lectures and workshops at a number of universities of art and design all over the world.



Bartosz Mamak (1991, Poland) – Professionals: Honourable Mention Wake-Up Call . He is a lecturer of graphic design at Collegium Da Vinci in Poznan, Poland. He creates posters, illustrations, books, fonts and visual identifications. In the year 2018 he was on a six-month scholarship in Hong Kong, during which he interned at the Hong Kong Design Institute. He led lectures and workshops – BiG Poster Zin workshops, Typographic Poster No. 1 – 2. He is a curator of exhibitions in Poland – BiG Boom! (2017), the Design UAP Gallery, Poznan, BiG Poster Zin #1 (2017), the Rotunda Gallery, Poznan, BiG Poster Zin #2 (2017), and the Pop'n'Art Gallery, Lodz. He co-created the art-design group BiG Poster, which, among other things, focuses on making a poster or publishing a magazine called BiG Poster Zin in workshops. In 2018, he received a scholarship granted by the Ministry of Culture and National Heritage to the best PhD students in Poland. He is the winner of awards in national and international competitions including the Silver Medal at the Shenzhen International Poster Festival, the Bronze Medal at the 8th Virtual Biennale in Prague, the Silver Medal at the International Poster Biennale in Lublin, a distinction at the Taiwan International Graphic Design Award TIGDA and the Golden Bee Global Biennale of Graphic Design in Moscow. He has participated in numerous group exhibitions in Poland, e.g. in Warsaw, Wroclaw, Gdansk, Szczecin, Lublin, as well as abroad, e.g. Ecuador, Greece, China, Scotland, Russia, Macedonia, Spain, Bolivia, the Czech Republic and South Korea.



Prof. Karel Míšek (1945, Czech Republic) – a chairman of the Organising Committee and the co-author of the Virtual Biennale Prague). Karel Míšek leads a Graphic Design Studio 1 at the Faculty of Art and Design, Jan Evangelista Purkyně University in Ústí nad Labem. Karel Míšek studied at the Academy of Arts, Architecture and Design in Prague in the studio of prof. František Muzika. He finished this study in 1970. From 1970 to 1973 he studied the Fine Arts at the Warsaw Academy with Prof. Henryk Tomaszewski. In 2013 he was appointed professor at the Academy of Fine Arts in Warsaw by the president of Polish Republic. Has taught many lectures and workshops at home in the Czech Republic and abroad. He has many awards and participation in international panels and has also been appointed as jury for international poster competition. Karel Míšek's artworks are in many collections for example Staatliches Museum, Berlin, Germany, Museum of Modern Art, New York, USA, Poster Museum, Mexico City, Mexico, National Museum, Poznan, Poland, Town Museum, Lahti, Finland and others.



Xu Meng – Students: Golden Prix Wake-Up Call. He is a graduate student of Hunan University of Technology in China, a member of the Hunan Design Artists Association (HDA), member of Zimo Camp, member of the China She Design Association (SDA), and member of the Xuzhou Design Artists Association. She has won more than 20 awards in design competitions, such as the 5th Leipzig International Poster Festival, the CGDA Visual Communication Design Award 2020 and the US Posters on Politics 2020: Racism and Injustice, etc



Barbora Němcová – Students: Bronze Prix Wake-Up Call. She is a student of graphic design from the Czech Republic, studying at the Faculty of Art and Design at the University of Jan Evangelista Purkyně in Ústí nad Labem where she finished her bachelor's degree and currently studying for a master's degree. She also studied for one semester at Istituto Europeo di Design in Barcelona. She won Grand Prix of the 10th Virtual Biennale Prague, 1st prize at 70x100. She participated in many exhibitions, one of her posters was chosen as a finalist at Trnava Poster Triennial 2018.



Han Rongxun – Students: Honourable Mention Wake-Up Call. He is studying an art and design postgraduate program. He has a master's degree from the Academy of Art at the Anhui Polytechnic University in China. He exhibited at the Russia ECO-Posters of Golden Turtle Contest, the 3rd Ecuador Poster Biennial, the 16th International Poster Biennial in Mexico (BICM), the 5th International Poster Exhibition Leipzig 2020 in Germany and the Tehran POSTERRORISM 2020-International Poster Competition in Iran.



Quentin Roussel (1994, Nantes) – Professionals: Golden Prix Wake-Up Call. He is an artist based in Paris. He studied at l'École de Design Nantes Atlantique and has got a bachelor's degree in Graphic Design and a degree in Information Design. He studied in Erasmus at the Jan Matejko Academy of Fine Arts in Krakow to explore traditional animation and traditional printing techniques. Since 2016, he has been working as a free-lance artist, focusing on the nude male figure and the representation of queer culture. He is the co-creator of QUScards, a digital museum displaying graphic playing cards and tarots made by artists and designers.



Yasha Rozov (1970, Israel) – a member of the International Jury Virtual Biennale Prague. He is a designer, founder and artistic director of the Night Light Festival and an artistic director of the Southern Lights Festival, Beer Sheba. He is a co-founder of "The Refinery" – the artist's collective Newe Shaanan, is active in the "Hamerkazit" group at the old central bus station, is an artistic director of "The Jewish Salons" – pluralistic Jewish identity through culture and the arts, is a design lecturer at Shenkar, HIT, FAD JEPU in the Czech Republic, and is an initiator of a few international participatory art & design projects. Prizes & scholarships: Awarded 40,000 NIS from the Ministry of Education for courses engaging art & design students with under-privileged communities for 3 years in a row (2014-16). Winner of the Tel Aviv municipality and Bloomberg foundation 'Streetwise' grant and seed funding for the municipal gallery initiative in the New Shaanan neighbourhood.



Thierry Sarfis (1949, France) – a member of the International Jury Virtual Biennale Prague. Thierry Sarfis studied at L'École nationale supérieure des Arts Décoratifs in Paris and at the Akademia Sztuk Pięknych in Warsaw with professor Henryk Tomazewski. He has worked in some graphic collectives: Tract, Grapus and Zanzibar't. His speciality is graphic design for non-profit institutions and associations, never for advertising! He organises many events relating to graphic design: international competitions, exhibitions, books, catalogues, websites, etc. Today he teaches at the Autograf École de design et d'arts appliqués in Paris.



Juliána Sedláková – Students: Honourable Mention Wake-Up Call. She is from the Czech Republic and she studies graphic design at the Faculty of Art and Design at the University of Jan Evangelista Purkyně in Ústí nad Labem. She also studied Fine Arts at Universitat Politècnica de València. Two of her posters were chosen as a finalist at the Trnava Poster Triennial 2018. She has participated in many exhibitions, for example the 70x100 Founding of the State exhibition in Prague, the Urban Art exhibition in Valencia or the Refresh exhibition at Up Gallery in Ústí nad Labem. Her personal interests are drawing, painting, typography and books.



Dr Lenka Sýkorová (1977, Czech Republic) – the co-author of the project Virtual Biennial Prague focusing on the International author's poster in the field of social topics. She is an art historian, critic and curator of contemporary fine art. She studied Art History at the Faculty of Philosophy at Charles University in Prague and received her PhD from the Faculty of Art and Design of the J. E. Purkyně University in Ústí nad Labem. She has been the curator of the Altán Klamovka Gallery in Prague since 2004. She is the creator of the project Action Galleries. More information can be found at actiongalleries.info. Since 2014 she has been focused on the medium – drawing. More information in the book *Postkonceptuální přesahy v české kresbě* (Post-conceptual Overlaps of Czech Drawing). Curator of exhibitions in the Czech Republic - the Brno House of Arts, 2016, the Regional Gallery of Highlands in Jihlava, 2017, the Regional Gallery in Liberec, 2018–2019, in Slovakia – the Ján Koniarek Gallery in Trnava, the Synagogue – Center for Contemporary Art, 2017 and in China – the Pingyao Modern Engineering Technology School Gallery, Pingyao, Shanxi, 2018. She lectured at the Faculty of Fine Arts of the Brno University of Technology in the years 2009–2011. She has been active in the Department of the History and Theory of Art in the Faculty of Art and Design of the J. E. Purkyně University in Ústí nad Labem since 2009. In the years 2018–2019 she completed a six-month research mobility internship within the project U21 – Quality Human Resources for Strengthening the International Environment in Bratislava, Slovakia. In autumn 2018 she led lectures and workshops at four Academies of Fine Arts in China with a focus on drawing and graphic design.

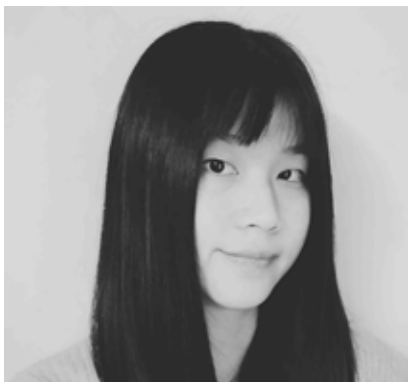


Szymon Szymankiewicz (1985, Łódź) – Professionals: Silver Prix Wake-up call. He is an artist, designer of posters and graphics and lecturer at the University of Arts in Poznań. He has received numerous awards and special distinctions. His works regularly appear in “Gazeta Wyborcza”, the largest newspaper in Poland, and were part of many international exhibitions, e.g. in Europe, Asia and South America.



Laze Tripkov (1978, Macedonia) – a member of the International Jury Virtual Biennale Prague. His works have been shown in more than 50 group exhibitions of graphic design, posters worldwide – Warsaw, Moscow, Lahti, Paris, New York, Mexico, Sofia, Zagreb, Belgrade, Prague, China, etc. Member of ICO-D, program committee of the Warsaw Poster Biennale, founder of Skopje Design Week and partner till 2013. Program director of the Skopje Creative Festival, and national coordinator for creative industries at the Ministry of Culture of the Republic of Macedonia. Since 2007, he has curated, organized and carried out social design and visual communication projects and exhibitions – the International Student Poster Competition (2007-2018), Alexander Rotchenko and a Homage to 20 Contemporary Russian Designers (2013), the Mirko Ilic Poster Exhibition (2012), Polish Contemporary Poster (2012), Macedonian Young Designer (2013) and others.

Laze Tripkov has participated in many conferences around Europe, curated more than 20 design related exhibitions, held lectures and workshops, participated as jury member at renowned festivals, competitions and conferences.



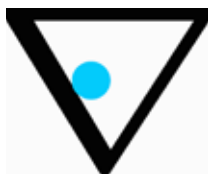
Siqing Yang – Students: Silver Prix Wake-Up Call. She is from China and is studying a master's program in art and design at Central China Normal University. Her work has been selected for the 2019 International Biennial Poster for Peace Exhibition in Nanjing, the Tehran POSTERRORISM 2020-International Poster Competition in Iran, 2020 JAGDA International Student Poster Award, etc.



Li Xu (1983, China) – a member of the International Jury Virtual Biennale Prague Virtual Biennale Prague. Li Xu is the founder and art director of Beijing Art A&B Design. An assistant professor of Beijing Institute of Graphic Communication, China, Li Xu has lectured and taught in workshops around the world. Li Xu is a founder and curator of the 1st International Poster Festival of Shenzhen and Zi Hui-US & China Typographic Poster Exchange Exhibition, the Asia/Next – Poster Experimental Design Exhibition, etc. Li Xu has participated also as a member of the jury in 11 international poster festivals and competitions in France, Greece, Poland, Italy, Serbia, South Korea, Ukraine, the Czech Republic, the Kyrgyz Republic, Mexico and Turkey.

REFERENCES

- Blue Point Art Gallery: <https://clacu.puno.edu.pl/the-blue-point-art-gallery/>, [2020-11-15]
- Folga-Januszewska Dorota, *Art of polish poster*, Olszanica: Wydawnictwo BOSZ 2018
- Fake News topic Virtual Biennale Prague in 2018: <https://fakenews-2018.tumblr.com/>, [2020-10-30]
- Guffey Elizabeth E., *Posters: A global history*, London: Reaktion Books 2015
- Pallasmaa Juhani, *The Thinking Hand: Existential and Embodies Wisdom in Architecture*, New York: Wiley 2009
- McQuail Denis, *Mass Communication Theory*, London: Sage Publication Ltd, 2010. Part 4 – Global Mass Communication, pp. 247–272.
- Rock Michael, *The Designer as Author*, in: Helen Armstrong (ed.), *Graphic Design Theory: Readings from the field*, New York: Princeton Architectural Press 2009, pp. 108–114
- Mirzoeff Nicholas, *How to See the World*, London: Pelican 2015



Blue Point Art Series – PUNO Press
London 2020
punopress@puno.ac.uk
Some rights reserved. CC-BY-NC-ND 3.0
ISBN 978-1-9160592-3-8

Lingua-Branding Lab
justyna.gorzkowicz@puno.ac.uk
jaroslaw.solecki@puno.ac.uk

“Virtual Biennale Prague promotes the higher values of the poster, giving equal opportunities to designers from all over the world — with a strong responsibility to the network of creatives, design as a profession and the growth of the design community. It declares and promotes openness to change certain problems, to point out the solutions and policies, to remind one of certain world processes and above all to challenge the youth.”

Laze Tripkov

(a member of the International Jury Wake-Up Call)

PUNO Press
London 2020
ISBN 978-1-9160592-3-8