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CZECH REPUBLIC

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Lasvit Crystal Walls – Koncern Design Studio for Lasvit

This year, Koncern Design Studio (Jiří Příbyl and Martin Imrich) will introduce its unique glass project – designed for the company Lasvit – at the Zona Tortona, where the studio has been exhibiting its projects since 2007. The Czech company Lasvit focuses on exclusive glass products, which are based on the centuries-old mastery displayed by local artists in this domain, joined to the innovative design of the new millennium. During the creation of Lasvit Crystal Walls, Lasvit set up collaboration with the glassworks Slovglass in Slovakia, thus to some extent taking up the threads of the traditional partnership within the former Czechoslovakia.

Lasvit Crystal Walls is an original prefabricated module consisting in crystal components with pre-defined model options and a highly esthetic effect. The module is a new mutable device, unique for its quality, set at the edge between applied and fine arts. Lasvit Crystal Walls represents a brand new alternative for the arrangement of deluxe and representative interior spaces of any kind, all the while embracing the custom of glass application as seen in the Czechoslovak representative architecture of the 1960's and the 1970's.

Three basic types of bearing structures enable to form original decorative structures fit for smaller indoors areas as well as in huge projects. A typical use of this product with a reinforced bearing structure could be for instance a wall running up several floors in the lobby of a large building.

The Lasvit Crystal Walls design involves digitally recurring structures of crystal glass segments, remotely reminding of the ancient decorative patterns and processes used to create forged bars in the medieval castles of Central Europe. With simple crystal elements – two basic and three side or corner elements – you can create about twenty models, from puristic geometrical structures to rich decorative patterns. Even the range of the Lasvit Crystal Walls artistic prototypes is very wide – from modern abstraction to variations based on ancient oriental motifs. The color is another important visual element. Lasvit Crystal Walls can be produced either in a traditional transparent version, or in an elegant version of crystal with metal-plate, three colors available.

The same model can be erected as a separate entity in a room, or it can be attached to a wall. The option of a separate entity also enables to use reinforced bearing steel walls, the esthetic element thus acquiring safety features.

The project Lasvit Crystal Walls will be introduced for the very first time at the Zona Tortona in Milan. Other presentations are planned at the 100% design in London and the Designblok in Prague.

Distribution and Manufactured by: Lasvit (www.lasvit.com)

Glass Components Produced in: Slovglass (www.slovglass.sk)

Design by: Koncern design studio (www.koncern.cz)

About the studio:

Koncern Design Studio was founded in 2000 and now consists of two designers Jiří Přebyl and Martin Imrich.

The studio focuses on the design of industrial products for international as well as Czech producers and also realizes independent non-commercial projects between design and contemporary art.

Koncern regularly presents its work in Czech Republic and abroad (Salone del Mobile - Italy, Maison et Objet - France, Designmai - Germany, Designblok - Czech Republic, etc...)

The studio was twice awarded the international Red Dot Design Award for the design of children safety car seats for Cybex Industrial (Solution X and Aton).

Address of the exhibition:

Salone Internazionale del Mobile in Milan, 14th – 19th April 2010,

10am – 9pm

INNOVATION-IMAGINATION, Via Tortona 54 face to SUPERSTUDIO PIÙ

Press preview 13th of April 2010, 3pm - 8pm

More information and photographs in print quality on www.koncern.cz

Photo: Filip Šlapal