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## **Press release from the Koncern ´s exhibition at Zona Tortona**

22<sup>nd</sup> – 27<sup>th</sup> April, 2009 in Milan, Via Savona 55A, Koncern Design Studio presented the new **“Fake it Easy”** collection intended for being copied.

With this project, Koncern reacted to piracy phenomenon and design copying in all areas. There is a persistent effort in the western society to prevent it. However, the whole western civilization consists of symbols, patterns and inventions of other civilizations that have been copied since the Middle Ages. The whiteware is still called china in English or the whole 19<sup>th</sup> century completely took over the Arabic patterns.

We come with a concept of a collection intended for copying. We presented this collection in the very center of origin of contemporary aesthetics - **Milan (Zona Tortona)**.

Since our industrial products were copied - “faked” - as well, we found out that the original purpose and meaning of many things gets lost when they are copied.

We follow this line of thought and the whole collection “Fake it Easy” is somehow “faked” itself and the meaning of things is shifted.

After purchasing the original, it is probable that someone will copy it.

There are Chinese characters and English writing **“Fake of Koncern”** and we expect these inscriptions to be on the copies as well.

This project is a result of cooperation of Koncern Design Studio and Slovak **glassworks Slovglass from Poltár**.

This was our third exhibition in Milan (2007 – Engineering Collection, 2008 – Domestic Violence – Golden Edition) and it has become the cream of our studio’s year. This year we succeeded to place our exhibition across the street from the “Milano Design Village” and the location resulted in around 12 000 visitors and also some very special guests who found us like Gijs Bakker and Marcel Wanders.

### **About the studio:**

Koncern Design Studio was founded in 2000 and now consists of two designers Jiří Přibyl 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 in 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 Ltd.

Thank you for your cooperation and if you need any following information or details, please contact - Jiri Pribyl +420 608303057 or [studio@koncern.cz](mailto:studio@koncern.cz)

Previews of the atelier photographs:

Photo: Filip Šlapal

