



**PRETTY PAST
MAGAZINE
2013**

PRELIMINARY JURY

lászló zsóter dla

JURY CHAIRMAN Vice-rector and professor at the Moholy-Nagy University of Art and Design, Ferenczy Noémi Award-winning graphic designer. He works in numerous fields of graphic design and creates posters, brochures, packaging, and exhibition graphics, and he was also the visual designer of many Hungarian movies. He has designed several iconic corporate images, such as those of the MALÉV Hungarian Airlines, the Hungarian Oil and Gas Company MOL, the Hungarian Telecommunication Company MATÁV, the Hungarian Post (Magyar Posta), and the Hungarian Radio (Magyar Rádió).



emília anda

FASHION DESIGNER, textile artist, founder of the brand ANDA. In 2004 Fashion Designer of the Year in Hungary. She graduated from the architecture department of the Budapest University of Technology and Economics, then completed her studies as a textile and clothing designer at the Hungarian University of Applied Arts. For 12 years she shows her collections in the most important exhibition of Paris Fashion Week. In 2012 she was the special award winner of the Hungarian Design Award, and in the same year her showroom won the 'Best Shop of the Year' award in the fashion/design category.



hedvig harmati

TEXTILE ARTIST, lecturer at the Moholy-Nagy University of Art and Design, and Head of its Fashion and Textile Department. She graduated from the Hungarian University of Applied Arts as a designer of woven and printed fabric, and obtained her PhD from the same institution in 2009. Besides her home university, she also held lectures in Scotland, and was a guest professor at the Shih Chien University of Taipei in Taiwan. In 2002 she won the Industrial Design Niveau Award with her warped home textile collection molded with chenille.



wojciech dziedzic

POLISH FASHION and costume designer, Head of the Fashion Department at one of Central Europe's most innovative design universities, the Poznań School of Form. During his career he also taught at the Central Saint Martins College of Art and Design in London (MA course), and Gerrit Rietveld Academy in Amsterdam. Worked for Jil Sander. Designed costumes for many theatre and opera productions for the Washington National Opera, Teatro Real Madrid, Opera National de Lyon, Komische Opern Berlin, Toneelgroep Amsterdam, and the Polish National Opera, among others.



dana kleinert

FASHION DESIGNER and head of the Slovak Fashion Council. Collections of her own brand DANA KLEINERT DESIGN are available in several stores across the globe, from Tokyo through Vienna to Vancouver. In 2012 she represented Slovakia for the fourth time at the Weareurope fashion event in Japan. In 2011 she was the Slovakian winner of the Young Creative Entrepreneur title. With the projects of the Slovak Fashion Council and the workshops she organises, she helps young fashion designers with starting their own careers.



SCHOOL OF FORM, POLAND, POZNAN:
THE FUTURE OF DESIGN

SCHOOL OF FORM, POLAND, POZNAN

It is not by chance that this young, innovative institute has been able to attract so much interest and public appeal since its recent establishment in the blossoming creative industry of Central Europe.

It was founded in 2011 by three influential people: Lidewij Edelkoort, the renowned fashion-trend forecaster, curator, publisher, and educator, who was chosen as one of the top 25 most influential experts in the world of fashion in 2003 by *Time* magazine; Zuzanna Skalska, the author of the popular *360° Trend Report* books; and Piotr Voelkel, a businessman and

the founder, promoter, and patron of numerous cultural and educational institutions.

The unconventional and forward-thinking approach of the School of Form can already be observed in the structure of the curriculum. It is the belief of the founders that future designers should not only be proficient in using the latest technologies and have practical design skills, but they must also have thorough knowledge of humanities like philosophy, anthropology, sociology, and psychology. Design is the meeting point of culture, science, and art, and the School

of Form's mission is to share this knowledge and mindset.

The school's Fashion Design speciality is characterised by the way that these seemingly unrelated things interconnect. During the course, practical skills related to colour, properties of fabrics, techniques of weaving and embroidery, cutting, sewing, and modelling are taught alongside computer techniques and an understanding of trends in the socio-economic sphere. At the end of their course, students are able to anticipate and understand the dynamics of fashion. State-of-the-art





SLOVAKIAN DESIGNER LITVINSKY
IN LONDON, INTERNATIONAL
FASHION SHOWCASE

equipment, software, and photography and film studios are all at the disposal of students, and all classes, even theoretical ones, are organised to suit their creativity and innovativeness.

The internationalism of the School of Form is articulated well by its motto: "Design brings us together". Amongst the tutors, there are also renowned and successful foreign designers and scholars, and students arrive from all over the world. This attitude is also reflected in the decision that the School of Form should be represented at the Central European 'Gombold újra!' competition by the head of the Fashion Department, Wojciech Dzedzic, an excellent fashion and costume designer and tutor, who helps the Professional Jury choose the most promising works of art.

SLOVAK FASHION COUNCIL, SLOVAKIA, BRATISLAVA

Supporting and promoting leading Slovakian fashion and textile designers worldwide, the professional aim of the Slovak Fashion Council is very closely related to the ethos of Central European Fashion Days, as the two neighbouring countries share a culture as well. Their aims are to help local designers' success with new tools and to boost the local fashion industry. The president of the institution, the world-famous designer Dana Kleinert, is known from Tokyo to Vancouver for her unique and colourful clothes inspired by European folklore. Her participation in the plan

fills the judges of Central European Fashion Days with great joy and pride.

The most important aims of Central European Fashion Days are co-operation, motivation, and inspiration, which closely reflects the Slovak Fashion Council's ethos, making them perfect partners. The goals of the institution, which has been operating since 2011, also include helping the designers to be competitive, not only on their own but also as a marketable product, and organising exhibitions and workshops.

Dana Kleinert has great experience in raising awareness worldwide, so she can be an excellent example for young fashion designers from Central Europe or any other part of the world. Her collections show happiness, openness, creativity,

