

## ARTZEPT INTERNATIONAL DESIGN AWARD ANNOUNCES THE WINNERS OF 2011 EDITION

### “BOX FOR EVERYTHING & NOTHING”



**1<sup>st</sup> prize  
10,000 €**

Leona Matějková – Czech Republic

The entries for this year's **Artzept Design competition** were, as always, of the highest possible standard, making the choice of one overall winner difficult indeed.

On 7<sup>th</sup> November the Jury, formed by some of the top names from the world of design, gathered in Milan, Italy, to decide the **winner of the 2011 inspired theme Artzept Competition – ‘Box for Everything & Nothing’**. The **Elite Artzept Jury** included well-respected **members of the Art and Design world** with established reputations and design experience in some of the most well-known brands in the world: Professor **Borek Sipek**, chairman of the Jury as well as a reputable architect and designer, **Gordana Biba Markovic**, an art historian and critic, **Carlo Magnoli**, designer and art director and internationally renowned ceramics artist **János Probstner**.

Entries for the competition to win the coveted first prize of 10,000 € came from all over the world, from Hungary and Poland to the Czech Republic and Russia. All works had to meet the following requirements: “works had to be first and foremost functional, as well as artistically and aesthetically pleasing, innovative and environmentally friendly.”

#### The jury awarded:

**1<sup>st</sup> Prize - 10,000 €** to **Leona Matejková**, Czech Republic

**2<sup>nd</sup> Prize - 4,000 €** worth of Zepter products to **Luba Bakicová**, Slovakia

**3<sup>rd</sup> Prize - 3,000 €** worth of Zepter products to **Marek Hein**, Czech Republic

#### The jury also gave honourable mentions to:

**Ferdi Fikri**, Bulgaria

**Dániel Vaszelszki**, Hungary

**Adelaide Nappa** and **Matteo Suffritti**, Italy

**Michal Růžicka**, Czech Republic

**Eva Blahůšková**, Czech Republic

**Żaneta Olborska** and **Piotr Sztyblewicz**, Poland

#### A successful competition

*“I would like to extend my thanks to all the participants in this year's exhibition and express a strong hope that in the years to come many more artists and designers, some of whom are perhaps only starting to leave their imprint on our future reality, will find this event inspiring for its creativity and imagination, and wish they could take part in it.”*

**- Artzept Art Director Gordana Biba Markovic**



**2<sup>nd</sup> prize  
4,000 € of Zepter products**

Luba Bakičová – Slovakia

The awards ceremony took place in Zepter's luxury retail space in the heart of Milan's most exclusive district on December 1<sup>st</sup> 2011. Top-quality works will be showed in a travelling exhibition, organised by Zepter International, to be hosted in selected retail outlets in major cities around the world, and will be featured in an exhibition catalogue.

To find out more about previous Artzept awards, please visit [www.artzept.com](http://www.artzept.com)

#### THE JURY



**3<sup>rd</sup> prize  
3,000 € of Zepter products**

Marek Hein – Czech Republic



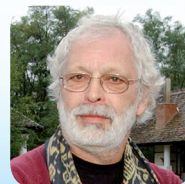
**Professor Borek Sipek**  
President of the Artzept Jury,  
Architect and Designer



**Gordana Biba Markovic**  
Artzept Art Director,  
Art Historian and Critic



**Carlo Magnoli**  
Art Director  
and Designer



**János Probstner**  
International Ceramic Artist

## “BOX FOR EVERYTHING & NOTHING”

The theme for the Artzept International Design Award 2011 was “BOX FOR EVERYTHING & NOTHING”. This left designers the freedom to interpret the concept as they pleased. The most basic and functional object is the box, which is omnipresent in our society. It is basically a container and may or may not have a lid. Although the word ‘box’ implies a cubic form, this is a false assumption as many different-shaped containers, such as product packaging of all shapes, sizes and materials, are referred to as ‘boxes’. Metaphorically, the box relates to our very consciousness. To categorise something is to put it ‘in a box’, the meaning of categorisation is that it is the fundamental building block of our intelligence and of our perception of the world around us. Language is the key to understanding that categorisation. From a very young age, we strive to put the world into ordered ‘boxes’, we learn to name people and things and this becomes our basic knowledge of what we know and how we learn. What we know and what we think make us who we are. From the work of Sigmund Freud to the experimental thought of Schrödinger’s cat, the box appears to be a powerful symbol of our consciousness, our self and our perception of the world.

“BOX FOR EVERYTHING & NOTHING,” challenged the modern notion of what makes good design. In design, function and beauty are inextricably linked. It is the pure functionality of an object that lends itself to beauty. This is also true of the natural world, but the design of man-made products, thanks to movements such as the Arts and Crafts movement in the late 19th century, Art Deco, through to Modernism and the Bauhaus, has evolved so much so that functionality and beauty have now become two sides of the same coin. By inverting that functionality, “BOX FOR EVERYTHING & NOTHING,” we challenged the designer to push the limits of what we perceive as being good and worthwhile, design-wise. “BOX FOR EVERYTHING & NOTHING” therefore blurs the line between art and design – art being generally defined as an object that serves no functional purpose and uplifts or offers insight into the human condition. So for the 2011 Artzept competition “BOX FOR EVERYTHING & NOTHING” we urged all artists, designers, sculptors and philosophers to “think outside the box”, to come up with new and original creations, liberate their creativity and challenge our vision of the world.

## ARTZEPT INTERNATIONAL DESIGN AWARD A SUCCESSFUL INTUITION

By promoting both the **aesthetic and functional quality of its products** and by making this principle an integral part of the company’s corporate philosophy, **Zepter International** has established itself as **a standard setter in today’s world of international design**. From this position, the company has launched a prestigious international event, called **the Artzept International Design Award**, devoted to artists from all over the world.

Not many companies in Europe have such an unwavering commitment to fostering and financially supporting cultural events. **Established on the initiative of Mrs. Madlena Zepter**, the Zepter International Design Award was conceived primarily as a means of **encouraging and supporting talent, creativity, initiative and energy**, and, as such, it is bound to leave a permanent mark on the **contemporary art and design scene**.

## ARTZEPT 2011 INTERNATIONAL DESIGN AWARD AT A GLANCE:



**Ferdi Fikri**  
Bulgaria

Theme: “Box for Everything & Nothing”

Materials: ceramics, glass, metal, plastic, composite materials, wood, stone.

**1<sup>st</sup> Prize - 10,000€** to **Leona Matějková**, Czech Republic

**2<sup>nd</sup> Prize - 4,000€** worth of Zepter products to **Luba Bakičová**, Slovakia

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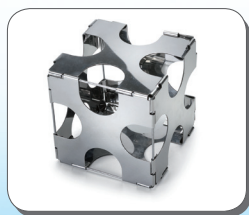
**Honourable mentions from the Jury went to:**



**Dániel Vaszelszki**  
Hungary



**Adelaide Nappa**  
**Matteo Suffritti**  
Italy



**Michal Růzicka**  
Czech Republic



**Eva Blahůšková**  
Czech Republic



**Żaneta Olborska**  
**Piotr Szyblewicz**  
Poland