



The PopUpShow presents recent student works from Tomas Bata University in Zlín, Czech Republic, focusing on wood as a conceptual topic as well as a basic material. The presentation itself reflects the well-known phenomenon of PopUpCulture, forming a PopUpShow with PopUpDesign and PopCorn.



Výstava PopUpShow představuje současnou práci studentů Univerzity Tomáše Bati ve Zlíně. Nahlíží na dřevo jako na konceptuální téma i jako na základní materiál v designérské tvorbě. Instalace reflektuje fenomén PopUp kultury a inspiruje se filmovými prvky. Designové produkty jsou zasypány PopCornem a další tematické atributy navíc dotváří atmosféru filmové show.



Il PopUpShow presenta i recenti lavori degli studenti dell'Università Tomas Bata di Zlín, che si concentrano sul legno inteso sia come argomento concettuale sia come materiale di base. La presentazione stessa riflette il celebre fenomeno della PopUpCulture, creando un PopUpShow con PopUpDesign e PopCorn.

www.PopUpShow.cz

#### INTRO

Our contemporary reinterpretation of the historic concept of "total artwork" is the driving force behind the transdisciplinary design studio, which gives students coming from different creative fields the opportunity to cover various design disciplines within a single project.

The studio was established in 2012 after the sweeping success of "Newintage" at the fashion show in New York. As the head of the studio for the fourth year, I am proud to see that the results of the past semester are presented in Milano for the third time in a row, enabling international comparison and cultural exchange.

Michael Vasku Supervisor







### Populp RADIATOR Lukáš Uliarczyk

#siton or look at the #CNCmilled #wooden #radiator and warm yourself up. And if it's not enough, fire up this #hotspot.



Move like you want to **#move**, feel like you want to **#feel**, do what you want to **#do**. Because the world is your oyster.





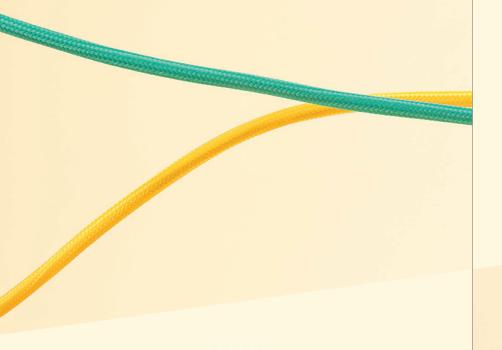
leather wood



What if we **#reverse** the **#recyclingprocess?** A stool made of **#paperwood #shifts** the **#ecologicalapproach**.

Populp STOOL Kateřina Brůhová

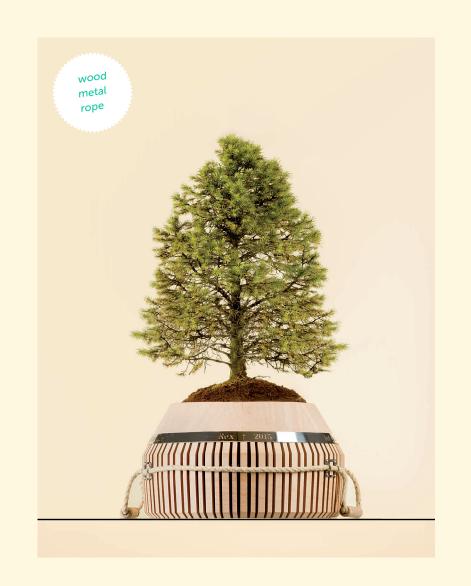




#lights made of burnt wood #ash reminds #cinder. The interior #lights of the polygonal shape bring a piece of #rock into the house.









This #coffin for #pets with a growing #tree is a symbol of #continuity and #newlife. The coffin is intended to be dug in the ground and the growing #tree remains a gentle #memory.



The interior wooden **#lamp** is geometrically divided in the middle by a **#glass** plate. The **#glassedge** is lit and creates an impressive effect.





### Popup FLOWERPOT Tereza Čižmárová

## #naturalfertilizingprinciple is cleverly used in the #flowerpot: #burnt inner surface of the pot and #glasspot effects roots thanks to the daylight.



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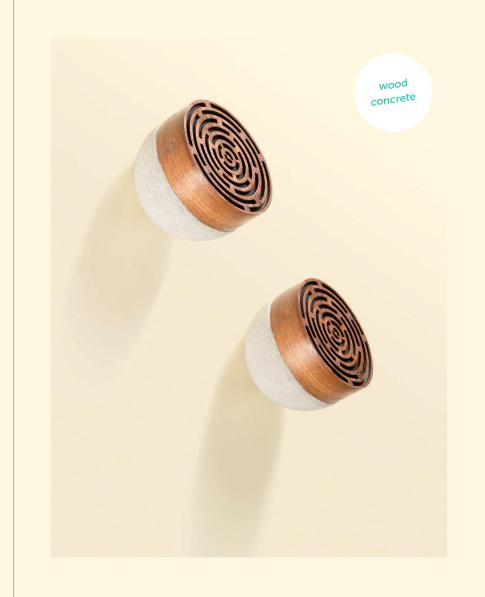




The **#glass** bubble of **#light**reminds **#soul** of wood, which is
an olden symbol of energy and
spirituality. Wood and glass **#live** so **#together** in mutual **#symbiosis**.



These stylish **#speakers** upgrade every **#party** to an unforgettable **#soundexperience**.

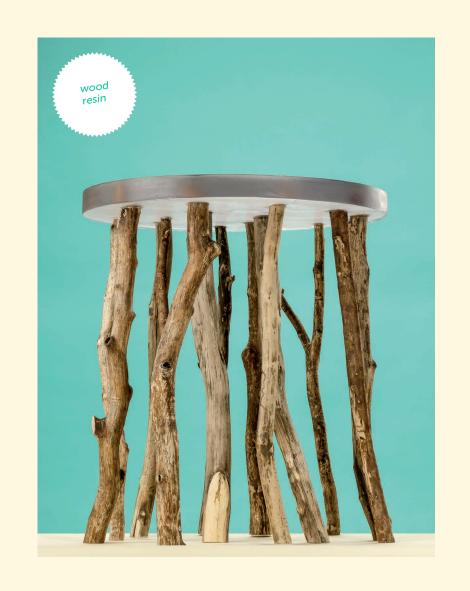




Wood is becoming a **#precious**material we have to **#protect**. This
is why the branches are symbolically
placed into the **#glasscase** as
a **#symbol** of **#fragility**.

POPUP CHANDELIER Eva Wirthová







Inspiration **#popsup** in frozen **#nature** where everything is **#stable**.

The rough look of **#woodenbranches**combined with **#resin** brings the

wildness of nature to the interior.

#hairydesk livens up every interior. This #fury friend is #foldable so it may also be handy as a #carpet placed on the floor or a wall.









The whole cosmos **#popsup** in **#rings**, **#necklaces**, **#bracelets** and **#brooches**. Those **#burntcoals** combined with **#resin** created such unique **#jewellery**.

Populp JEWELLERY Lucia Plevová









We are young and full of creative ideas, just like the university we study at. We are used to working in cross-functional teams and regularly win prestigious international awards such as Cannes Young Lions, the Red Dot Award, Young Package or the Swedish Innovation Prize.

We study graphic design, spatial design, advertising photography, industrial design, marketing communications, audiovisual arts, shoe and fashion design, and glass design at the Faculty of Multimedia Communications, Tomas Bata University in Zlín, Czech Republic.

We've been twice to the Milan Design Week (About Layabouts in 2014, Bite Me Milan in 2013).

Here we are again with our PopUpShow.

Welcome and enjoy!



#### **Product Design**

Branislav Glejtek, Daniel Szöllösi, Eva Wirthová, Jiří Maxmilián Blšták, Karolína Fardová, Kateřina Brůhová, Lucia Kubišová, Lucia Plevová, Lucia Regásková, Lukáš Uliarczyk, Tereza Čižmárová, Uranbileg Altangerel, Veronika Zelezníková

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