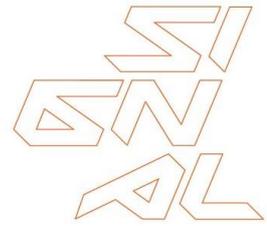


Signal Festival  
10–13/10 2019



Press Release, 26. 9. 2019

**A mysterious meteorite will land at Signal Festival, carrying a moral message. Architect Eva Jiříčná will light up her mysterious installation in Vojanovy Sady.**

Eva Jiříčná, a world-renowned Czech architect with studios in Prague and London, is undoubtedly one of the brightest names of this year's Signal Festival. During the festival, a mysterious luminous body will appear in Vojanovy Sady, with a meteorite in its core, which none of the visitors will see at first sight. An installation called *A co kdyby to byla pravda (And what if it was true)* will not only be a visual experience, but also a place where everyone can look into their own conscience. The mysterious object will be part of the Malostranská route. This year's Signal Festival will present a total of 18 installations and will take place from 10<sup>th</sup> to 13<sup>th</sup> October in Prague.

The anniversary of the Velvet Revolution, the main theme of this year's Signal Festival, is reflected in the installation by Eva Jiříčná with exaggeration and wit inherent to this architect. At the same time, the mysterious installation with an even more mysterious title *A co kdyby to byla pravda (And what if it was true)* carries a moral message and works with its own self-reflection and transformation that the visitor's encounter with the installation should evoke. *"We thought about what revolution meant to us. In our minds, this word is mostly associated with a drastic coup, so we decided to show in Vojanovy Sady that it does not have to be so and that the future can be peaceful. Therefore, we prepared a bit of a fairy tale for Signal Festival and its visitors,"* reveals Eva Jiříčná about the installation. The festival visitors will be able to meet her in person during accompanying lectures and discussions at Signal Transmit in Werich Villa on Saturday 12<sup>th</sup> October at 3 pm.

The fairy tale will begin together with the beginning of the festival, on Thursday 10th October, when a mysterious cosmic body emitting a peculiar atmospheric light will appear in Vojanovy Sady. Its aim is to establish order that has been needed greatly for some time, because inappropriate behaviour and actions must be corrected or changed immediately. The mysterious meteorite is invisible and if visitors want to see it, they must first appear to themselves in an installed mirror and search for conscience. Only then they will be able to see it.

The preparation of the installation took over 5 months from its conception to realization. Together with Eva Jiříčná, Petr Vágner and Filip Gottschalk from AI-DESIGN studio also participated. One of the main components of the installation, the source of atmospheric light, will be borrowed by LASVIT, a Czech company, which is a partner of this installation. It is a giant sphere coated with 1,500 pieces of hand-blown glass called *Intergalactic*, which was exhibited three years ago at the Milan Design Week and will now be presented in Prague in a slightly different light.

The installation by Eva Jiříčná is part of the paid Gallery Zone of the festival, which includes 6 locations this year. Along with Vojanovy Sady, it is the Czech Museum of Music on the Malostranská route, the Klementinum Mirror Chapel and the Ministry of Transport in the Old Town. In Karlín, part of the paid zone will be the Baroque complex of Invalidovna and the Kooperativa Gallery. For the third year, the Gallery Zone includes installations requiring a smaller number of visitors for the right impression and experience. Tickets are available online or by the installations in the form of Signal Pass.

---

*Eva Jiříčná is the world's most recognised architect of Czech origin. With her Prague and London studios, she creates many interiors as well as family houses, designs public buildings of various types, including a library, hotel, university, convention centre and transportation terminal. Jiříčná has become a prominent representative of the high-tech style, which does not lack a certain elegance of shapes, softness, or lightness of expression. Her work is characterised by architectural versatility, harmony between form and function, as well as the emphasis on the use of glass and metal in bold structures, bringing natural light into the interior of buildings. The festival visitors will encounter the same play with glass and light reflections.*

#### *About Signal Festival*

*Signal Festival, a festival of digital and creative culture, is the largest cultural event in the Czech Republic, attracting over 2.5 million viewers to Prague's backdrop in its six years of existence, thanks to its unique combination of art, urban space and modern technology. The festival uniquely combines visually attractive works with challenging installations of international quality. Its concept thus addresses both general and professional public. Thanks to the support of new artworks, Signal Festival is also an internationally respected platform and a popular place for getting know the newest projects in the field. The financing of the festival consists of grant programs' support, mainly the Municipality of the capital city Prague, the Ministry of Culture and participating districts, as well as partnerships with commercial entities and proceeds from secondary activities of the festival. Over the past six years, the Signal Festival has become an important driver of cultural events in the Czech Republic. Of the total of 140 installations, 80 were created specifically to fit Signal Festival, 49 of which by Czech artists. Thus, Signal Festival is one of the most significant producers of new art in the country. In previous years, people had a chance to admire the art of authors from over 22 countries around the world, which is why it is rightfully considered an international festival.*

*The 7th year of Signal Festival will take place from 10th to 13th October 2019.*

---

More information at [www.signalfestival.com](http://www.signalfestival.com)  
Facebook: [www.facebook.com/SignalFestival](http://www.facebook.com/SignalFestival)  
Instagram: [www.instagram.com/signalfestival/](http://www.instagram.com/signalfestival/)

*Acknowledgements:*

*Signal Festival of digital and creative culture is kindly supported by the City of Prague, Ministry of Culture of the Czech Republic, Ministry of Regional Development of the Czech Republic, Prague 1, Prague 8,*

*Embassy of Germany in Prague*

*Exclusive partner: ING Bank*

*Main partner: Mercedes-Benz, Kooperativa, Emirates*

*Official partners: Czech Republic*

*General media partner: Česká televize*

*Main media partners: Český rozhlas, Aktuálně.cz, CineStar, JCDecaux, Reflex, Deník N*

*Media partners: Deník, CzechDesign, I-Prague*

*VIP partner: Forbes*

*Partners: Epson, Prague Services, Zátíší Group, THMP*

*Technical partner: ROBE, KOMA, ReBeam*

*Signal Calling partner: PrusaLab*

*Official hotel: Meetme23*

*Official beer: Staropramen*

*Official carrier: Dopravní podnik hlavního města Prahy*

*Official supplier: Oficina, Mangoweb*

*Media Contact:*

*Nikola Lörinczová, [nikola.lorinczova@piaristi.cz](mailto:nikola.lorinczova@piaristi.cz), +420 605 560 277*

*Helena Novotná, [helena.novotna@piaristi.cz](mailto:helena.novotna@piaristi.cz), +420 604 261 809*