

PRESS RELEASE

THE GLASS WORKS IN DESNÁ WILL CELEBRATE 170 YEARS OF ITS EXISTENCE WITH A SPECIAL EXHIBITION

Desná v Jizerských horách, August 21st, 2017

Not only costume jewellery semi-products, but also artistically decorated blown glass, light fittings or pressed utility products and figures, which were successfully exported all over the world, are included in the significant products of the so-called Polubný glass works, where glass-makers have worked continuously since 1847. As part of the celebration of this anniversary, PRECIOSA ORNELA has decided to produce limited editions of aesthetically and commercially successful designs from the 1950s to the 1970s, which, amongst other things, are on display in an exclusive exhibition at the Museum of Glass and Costume Jewellery in Jablonec.

Whereas the production of the Desná glass works in the period up to 1945 has been the subject of sufficient exhibition and publication attention, its product range from the post-war period has not been so frequently presented. The joint project between PRECIOSA ORNELA and the Jablonec Museum will therefore pay especial attention to this period when the glassware from the Desná Valley was formed by the artists/designers Václav Plátek and Václav Hanuš. They designed hundreds of utility and decorative items (usually cut or pressed) which are still regular parts of a number of households not only in the Czech Republic. *"The art of the everyday 1950s to 1980s is now a segment of artistic and applied art work which is popular with collectors and visitors and appreciated by theoreticians. Moreover, a number of the items made at that time also correspond to the current trends in the field, so it would be a pity to hide them in the depositories,"* said the exhibition's curator and the Manager for Expert Activities at the Jablonec Museum, Petr Nový, who has dedicated himself to this topic for almost two decades.

However, the GLASS FROM DESNÁ exhibition offers much more than merely numerous examples of Polubný production from the past decades (and a number of others will also be able to be seen in the museum's permanent exhibition). The glass works will premiere a limited collection of previously successful designs, including Václav Plátek's famous ashtrays which received an honorary mention at the international EXPO' 58 exhibition in Brussels. This collection is also an example of the unique cooperation between a commercial subject and a collection institution, because the exhibition is the work of the company's employees and the external designer and exhibition scenographer Jaroslav Bejvl junior in association with the curator Petr Nový. *"Thousands of metal glass-making moulds are stored in the attic at the Polubný glass-works. When the company started their systematic documentation, we had the idea of picking out some still current patterns which could be returned to production. And I am very happy that we have managed to complete everything,"* added Bejvl with regard to the genesis of this idea.

According to the Marketing Manager at PRECIOSA ORNELA Petr Puš, it is a good idea to actively recall the company anniversary rather than to simply do so with memories and relying on tradition. *"Despite the fact that most of the Desná glass works' production now consists of costume jewellery semi-products, utility and pressed glass continue to be part of our portfolio. And when else should we try something new than in such an exceptional case?"* The limited collection consists of five different designs, which will each only be

produced in batches of 50 numbered products labelled with the new DESIGN DESNÁ brand, which clearly bears out their uniqueness. In addition to Plátek's ashtrays mentioned above, this involves four designs by Václav Hanuš, amongst which the so-called tree vases have pride of place. A special chandelier has also been created from them for the Jablonec exhibition by Jaroslav Bejvl junior.

The GLASS FROM DESNÁ exhibition, which is also accompanied by a full colour publication, will be open to the public in the main building of the Museum of Glass and Costume Jewellery in Jablonec nad Nisou from 7th December 2017 to 15th April 2018.

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