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Education: Andrea Koláčková, Hana Paulusová, Kateřina Majorová,
Veronika Peldová
Installation: Gočár Gallery team
Accompanying programme: Arts Management Studio under the
direction of Jana Ovčáčková

Open Tue — Sun 10 a.m. — 6 p.m.

www.gocarovagalerie.cz

The used reproductions:

Kristína Kiliková, *Fractus* (excerpt), 2023
Petra Gašperčíková, *Typographical Poster*, 2024

The Gočár Gallery is operated by the Pardubice region.

GG GOČÁROVA GALERIE  PARDUBICKÝ KRAJ  Univerzita Tomáše Bati ve Zlíně
Fakulta multimediálních komunikací  media partner:  Pardubice
Český územní úřad

They sit at the same desks, attend many of the same lectures, often spend their time together and are united by their desire to create. They are also connected to one another by a heightened sensitivity to some of the problems and ‘diseases’ of the day. And yet their work and attitudes to life are in many ways fundamentally different. And not only depending on their specific disciplinary focus, but also their personal attitudes towards the present and its challenges.

These young artists of Generation Z are characterised by a striking diversity of perspectives through which they view the achievements of today’s society, to which they often take contradictory stances — from enthusiastic acceptance of current technical achievements, which are far from stopping at the development of AI in the creative process, to questioning or directly criticising their impact, which brings with it a new set of ethical and existential questions.

The diversity of attitudes and creative directions seems to be a reflection of the vibrant modern and post-modern outlook of contemporary society. In the past decades it has often found itself at the peak of utopian futuristic visions, looking forward to a happier and more optimistic future, based on the certainty of seemingly unshakable ‘progress’ secured by the achievements of science and technology, only to be forced to fundamentally revise and correct its foundations in the face of a sudden and often unexpected crisis, which has brought with it hitherto unknown or as of yet themeless problems.

The student works selected for the *New (dis)ease* exhibition illustrate the difficult position of today’s young generation, which on the one hand is literally connected to the whole world and is able to share its ideas on an unprecedented and truly global scale, while on the other hand it is forced to take greater responsibility for the impact of previous generations.

The question “Where to next?” is at one time alarming, even downright technically sceptical, at other times, a reflection of intense efforts at redress. These do not take the form of grand gestures, but

(E)motions

An exhibition of Generation Z
from the studios of the Faculty of Multimedia Communications
UTB in Zlín



29 Jan — 1 Jun 2025

rather small steps that pave the way for promising future solutions, which again find support both in new technical and technological possibilities and in inspiration from the traditional and seemingly outdated past.

In the labyrinth of the *Dům U Jonáše* premises, thirteen studios of the Faculty of Multimedia Communications in Zlín present their work from the fields of animation, audiovisual, product and industrial design, clothing design, footwear design, jewellery design, spatial design, graphic and digital design, game design, advertising and contemporary photography and glass design. By selecting these projects, we wanted to show the public a discourse that is a portrait, legacy and curse of this young generation of artists. The exhibition thus presents the youngest generation of designers and artists not as ‘mere’ innovators in the creative industries, but above all as a generation that takes attitudes and positions that will be reflected in their creative decisions to co-shape the future society.

Some of the messages from the students are clear, even downright punchy, while others conceal a deep content that only becomes apparent after prolonged observation and requires a degree of contemplation from the audience. Generation Z lives in a world of big data, overflowing with information crammed into databases. You can take in all the information regarding their works that no longer fit into the exhibition format by using QR codes linking to the faculty Showcase, studio pages or Instagram accounts.

Feel free to use the tools of these digital natives, members of a generation that were born with a mobile phone in hand so to say, to explore content that will introduce you to the background of projects or the broader context of the work of selected individuals and groups.

Welcome to the world of Generation Z!

HEY
SIR,
GO
FOR
K
SIR,
K.

No matter how good AI gets, it will always miss one thing — **human touch.**

— HUMANS