*Project Title:* ***ARTMAT – the Art Vending Machine > the CZ PRES 2022 Edition***

**Project Summary:**

Artmat is the first Czech project showcasing the works of selected contemporary young artists via repurposed vending machines and enriching the public space at the same time. It presents a curated selection of original artworks in a miniature size (pocket art) and in limited numbers (each artwork is numbered and signed) which make it interesting for collectors.

The aim is to bring the project abroad and, in collaboration with local partners, offer a special edition of artworks during the CZ PRES. The project will present Czech artists as well as local ones and will address a wider – particularly European – context. The vending machines provide an opportunity to present multiple artists at the same time and for a flexible period. Each artist will create an artwork based on a common theme in a format that fits the size of the vending machine. The genres are varied, ranging from illustration to photography and applied arts.

The CZ PRES Edition will be based on the principles of sustainability and the selection of authors can be used for offering additional programme (exhibition, workshops etc.). The number of editions depends on the local capacities (operations, finance). The choice of the vending machine placement is based on the preferences/partnerships and interests of the city/country where the project is presented. The Artmat can be used long-term, even after the CZ PRES.

**Key Principles:**

* Supporting contemporary young Czech art scene and providing space for new talent
* Involving local artists and inviting them to open a dialogue with the Czech ones through a joint commission
* Curated content, project branding
* Making the public space livelier, supporting communities
* Accessibility
* Ecology and sustainability – can be reused and repurposed, long-term use, flexible
* Limited editions – collectable
* Sales income used for development of future editions
* Additional programme

**Objectives:**

Showcasing the work of young Czech authors (in the Czech Republic and abroad) and making it accessible in the public space outside of galleries and other exhibition spaces. Making the Czech Centres‘ art programme more vibrant through a cross-genre project, working with the local art scene and community.

**Target Audience:**

General public; special focus on accessibility

**Partner:**

Artmat, local partners; artists / authors

**Accompanying Programme:**

The programme can include exhibitions / presentations / workshops with artists included in the Automat project, including those from abroad, either individually or as collectives.

**PR:**

* Using Automat’s the current visual identity with the option to partially rebrand it for use outside of the Czech Republic
* Updated online map showing the vending machines, QR codes, short promo videos
* Website, social media, hashtag
* Unified communication materials and strategy following the project schedule

**The Czech Centre Milan will take care of:**

transport, maintenance, insurance and printing

**Dimensions of the machine:**

Height - 162 cm

Width - 69 cm

Number of compartments - approx. 16

**Links:**

WEB <https://artmat.eu>

FB <https://www.facebook.com/automatnaumeni/>

IG <https://www.instagram.com/artmat_/?hl=cs>

