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**Two prestigious awards for this year's TANEC PRAHA campaign! Curiosity is the gateway to experience.**

**The key visuals for the advertising campaign of the TANEC PRAHA 2019 festival received exceptional recognition in the ADC Awards / Louskáček. The Comtech\_CAN agency, which created the key visuals on the theme of curiosity for the 31st annual TANEC PRAHA Festival in cooperation with photographer Bára Prášilová, won gold for best photography. In addition, videos from the same team presenting TANEC PRAHA 2019 were included in *Shots* magazine. More at** [**www.tanecpraha.cz**](http://www.tanecpraha.cz)

The TANEC PRAHA international festival is among the most prestigious events that the Czech Republic can boast of. It won the highest award for its 25th anniversary, being ranked first by the EU Culture program (2013) with a 100% point score among 236 festivals of all genres in the EU. In the new programming period, it was the only Czech laureate of the EFFE Label (Europe for Festivals – Festivals for Europe) last year. In the performing arts, TANEC PRAHA is regarded in the same way as the Prague Spring is in music or the Karlovy Vary International Film Festival in film, according to foreign experts and others.

"This year we selected a new creative team as part of a targeted approach, which has built on previous campaigns in a very sensitive way," said **Yvona Kreuzmannová**, director and founder of **Tanec Praha**. "We had long discussions, looking for a common key to understanding and perceiving contemporary dance for the broadest possible public, to eliminate certain barriers. In the end, among many ideas we chose the motto: Curiosity is the Gateway to Experience. We really liked the work of Bára Prášilová and we waited with excitement to see what she would come up with on this topic. Suddenly there was a lot to do and the work creating the visuals was very demanding, not least for the performers. As Shots.net says, it's really WORK."

"When the agency approached me to come up with the photography and video concept, I was absolutely thrilled," said **Bára Prášilová** (Art Director / photographer and director of the spot), expressing her enthusiasm about the award. "From the beginning, the client and agency gave me ideal conditions to work, backed by absolute confidence that allowed me to create a winning photographic concept. Among other things, our collaboration is proof that when a team works diligently toward a common goal and is open to creative ideas, exceptional results will come."

"The judges appreciated both the craftsmanship – the photography and design – and the connection with the topic of curiosity, which most were able to recognize," explains **Roman Čihalík** from the **Comtech\_CAN** agency. "They found it interesting that the 'strange' photography aroused their – that is the viewer's – curiosity, and the fact that the characters in the visual have their backs to us and are staring over the horizon, thus both depicting and inviting curiosity. So I think it was very important to 'recast curiosity into the visuals' and we did."

Contributing to the creation of key visuals were **dancers:** Markéta Jandová, Zuzana Havrlantová, Adam Orszulik, Jan Razima. The **cinematographer** of the spot was David Markovič, the **music** was written by Floex (Tomáš Dvořák – collaborating among others with Tereza Hradilková), **post-production** – Tomáš Chabrus Hájek, **styling** – Milina Havrlantová, **hair styling** – Salon Petra Měchurová, **production** – Tanec Praha ~~z.ú.~~ and Comtech\_CAN.

This year, for the first time, the festival's efforts to address the widest possible audience, to attract reputable advertising professionals and to present contemporary dance in an attractive and comprehensible form, were recognized.

Mottos of the previous years' campaigns included: "We Are Not Responsible For Your Imagination", "And What Draws You to TANEC PRAHA?", "Dance Against Prejudice" and "Age Never Mattered Less", always in cooperation with highly professional creators.

The 31st annual International Festival of Contemporary Dance and Movement Theatre TANEC PRAHA 2019 is held under the auspices of the Mayor of Prague, Zdeněk Hřib

Organized by: Tanec Praha z.ú.

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Main media partner: Czech Television

Media partners: Aerofilms, Radio 1, Radio Wave, ČRo Vltava, and others

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