**Press release Prague, 17 December 2019**

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**Bara Prášilová and Comtech Can win prestigious CLIO AWARD for TANEC PRAHA 2019 creative campaign**

**The creative campaign for TANEC PRAHA 2019 by photographer Bára Prášilová and the COMTECH\_CAN agency won bronze in the prestigious CLIO Awards. The CLIO AWARDS is one of the most important events in the advertising world. The campaign of the TANEC PRAHA 2019 festival already received extraordinary recognition back in April, when it won gold in the photography category as part of the ADC Awards / Louskáček. In addition, her videos from the same workshop made it into *Shots* magazine. More at** [www.tanecpraha.cz](http://www.tanecpraha.cz)

"When I think about how I came up with the whole concept a year ago drawing under the lamp in the evenings… and then I see from a distance how the campaign is doing on the other side of the globe, it gives me the motivation to carry on despite those moments in my profession that are not as drenched by the Hollywood sun," said **Bára Prášilová** about the award.

The Clio Awards was founded in 1959 to celebrate creative excellence in advertising. It acknowledges the world's best achievements in advertising, design and communication.

"The desire of every creative person is to compare themselves to the best in their field, both on the domestic and international scene – and then the dream is to succeed in this rivalry," said the creative director of the COMTECH\_CAN agency **Roman Číhalík**. "I accept the award with humility and with motivation for further work, which can always be done better than we think in the moment. I believe that when you are hardworking, open and humble, more success will come. I believe in the success of the team, which is more than any one individual. And this project brought together an excellent team. Thanks for that, thanks everyone."

The key visuals and video spot were created by:

**Advertising Agency:** COMTECH\_CAN

**Creative Director**: Petr Vlasák, Roman Číhalík

**Art Director:** Bára Prášilová, Roman Číhalík

**Photographer / Director:** Bára Prášilová

**Copywriter:** Petr Vlasák

**Cinematographer:** David Markovič

**Music:** Floex (Tomáš Dvořák) – *collaborating among others with Tereza Hradilková*

**Dancers:** Markéta Jandová, Zuzana Havrlantová, Adam Orszulik, Jan Razima

**Post-production:** Tomáš Chabrus Hájek

**Styling:** Milina Havrlantová

**Hairstyling:** Aneta Slavíková (Salon Petra Měchurová)

**Production:** Tanec Praha z.ú.

**Designer:** Eduard Čaniga, Manuel Prada

**Account Manager:** Kateřina Klementová

The TANEC PRAHA international festival is one of the key events that the Czech Republic can boast of. It achieved its highest award on its 25th anniversary, when it garnered first place in the last year of the EU Culture (2013) program with a 100% 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) in the first EFA (European Festivals Association) evaluation. In the performing arts, TANEC PRAHA can be equated to the Prague Spring in music or the Karlovy Vary International Festival in film.

During the 30 years of the TANEC PRAHA Festival we have collaborated with various inspirational creative teams and have always looked for a way to bring the extraordinary art of dance to the widest possible audience," said the director and founder of Tanec Praha **Yvona Kreuzmannová**. "The motto 'Curiosity is the Gateway to Experience' arose from heated discussions about what attracts Czech theatregoers, what barriers must be overcome to take a 'step into the unknown', how to open the gates of your own imagination. This year it was great, and I thank both Bara Prášilová and the creative agency COMTECH\_CAN, as well as the dedicated team of Tanec Praha and the artists whose work was not the least bit easy."

Please direct requests for more information or photos to:

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