

IT SEEMS LIKE THEY HAVE BEEN AROUND FOREVER. BUT MOSER CRYSTAL GLOBES ARE ONLY CELEBRATING THEIR 22ND BIRTHDAY AND DOING SO SYMBOLICALLY IN 2022

Prague, June 10, 2022 - In less than a month, the 56th Karlovy Vary International Film Festival (KVIFF) will be in full swing. The famous festival awards are ready and waiting to be presented to the winner of each competition category. It seems like the characteristic crystal globe being embraced by a graceful female silhouette has been the festival award forever, but - in fact - it has only been the symbol of KVIFF since the year 2000. Twenty-two years of crystal globes, or rather the partnership between KVIFF festival and the Moser Glassworks, was preceded by the creation of a brand-new award for the Karlovy Vary International Film Festival.

The original award presented to winners at the Karlovy Vary International Film Festival had the shape of a typical Carlsbad wafer, which was placed in a film reel box. Due to its form and proportions, it was impractical and difficult to hold, which sometimes complicated the award ceremonies. In 2000, the KVIFF organizational team decided the award needed to change and put Tono Stano in charge of creating a new design.

Glass played a key role in Tono Stano's design idea. Therefore, the local but internationally renowned Moser Glassworks was approached to help make the new award for Karlovy Vary's most prestigious cultural event a reality. Today, the iconic silhouette embracing a globe symbolizes the work of filmmakers and their need to capture something big and often abstract on film. However, even though the elegant "globe-embracing" award seems almost effortless, a lot of effort goes into creating it. Fitting a crystal sphere into the arms of a silhouette (which was modeled after Ema Černáková, the runner-up of the Miss Czech Republic 2001 competition) requires very precise work, especially the sphere needs to be ground into an ideal shape. Only thanks to the skill of Moser glassmakers, who patiently devote their attention and care to each of the awards, the bronze statuette and globe merge into one.

The partnership between KVIFF and Moser Glassworks has been around for more than two decades and remains to be a strong one. *"The cooperation between our glassworks and the KVIFF organizational team might seem like an obvious choice due to the fact we are both based in Karlovy Vary. But we certainly do not take it for granted and greatly value the fact we have been cooperating for almost a quarter of a century,"* says **Martina Jirásková, Marketing Director of the Moser Glassworks**, and adds: *"After 2020 and 2021, when the festival could not take place, or at least not in its traditional time and form, we greatly appreciate that our partnership has such deep roots, and we wish everyone involved in the preparation of the 56th Karlovy Vary IFF a successful season."*

###

About Moser Glassworks

For the past 165 years, Moser Glassworks has been carrying the name of its founder, the engraver and merchant Ludwig Moser. The company is based in the spa town of Karlovy Vary and continues in its founder's footsteps and further develops traditional handmade glass production. Moser's products, which are made of high-quality lead-free crystal, are sold both domestically and abroad. Thanks to its success on foreign markets, the company is one of Czech Republic's leading exporters and proudly represents the high quality of Czech glassmaking around the world. Moser is a member of the Comité Colbert, which is an association aiming to maintain and develop traditional handicraft production of luxury products. For more information, please visit www.moser.com.

Contacts for Media:

Klára Tichá
PHOENIX COMMUNICATION a.s.
klara@phoenixcom.cz
+420 721 771 884

Barbora Vondalová
MOSER a.s.
barbora.vondalova@moser.com
+420 731 466 851