

Mgr.A Petr Larva Ph.D

Curriculum vitae

Over two decades intensive experience in the design, development, and production of glass and crystal products, bringing a proven and award winning knowledge of creative strategy, vision, and usability for national and global brands.

Skills

Creative Strategy

10+ years experience delivering industry-recognized creative solutions for Czech glass companies. Proven experience driving product development, new business development , user experience design creation.

Management

Extensive experience managing teams of diverse personalities in deadline driven environments, establishing employee career development programs leading cross-functional team collaboration, and developing industry outreach opportunities.

Experience

2013 -2008 , CREATIVE DIRECTOR for Larva Design – Prague / Novy Bor, CZ.

- Head of creative, leading strategic vision, new business development, department growth and development.
- Led and managed national design and advertising projects, budgets, and department productivity.
- Created over 25 collections.
- Created crystal objects for The Pope Benedikt XVI., The Moon Crystal Ark object for Halda Watch company, Interior glass design for CZ Collector worth 25 mil CZK, etc.
- Represented the company with exhibits at International fairs in INDEX Dubia, AMBIENTE Frankfurth a.M., Mir Stekla in Moscow, Maison Objet in Paris, etc.

2009- 2010 - Team Leader for „Project CRYSTAL“ the CZ Pavillion at Shanghai World Expo.

- As team leader of for the project developed the concept and design of the entire pavilion as a crystal edifice. Crystal being synonymous and emblematic of our nation.
- The design featured both interactive and static combinations of mirrored surfaces, sculptural elements of crystal and blown glass integrated into the three dimensions of the building.
- Team of 3 graphic designers, 2 artists and 1 production manager.
- Budget around 50,000,000 CZK.

2008 - 2007 Creative Director of „Jilek 1905“ glass factory, CZ.

- Led the company's drive into product diversification by creating two tiered levels of production. A commercial and domestic range of handblown glasswares, and a limited edition series of collector pieces.
- Integrated the product designs with the company's drive for new brand and image building by using new colours, and optical moulds to both enhance buyer appeal, and reduce production costs by as much as 36%.
- Prepared the winning submission for EU funds to the value of 35 000 000 CZK.

2007 - 2006 Vice-Rector of Academy of Applied Arts in Prague, CZ

- Responsible for curriculum for Glass education structure and research.
- Refocused the curriculum from a largely theoretical to a more practical perspective.
- Obtained additional state and industry support through the establishment of collaborative programs.
- Acting Rector for six months following the previous rector's resignation.

2006 - 2000 President of Board - the „Middle European Colony of Contemporary Arts „ in Terezin, CZ

- Established the NGO project entitled „Art in Memorials“.
- Structuring project into departments of glass, photography, theatre, architecture, human rights, painting and sculpturing.
- Established workshops, symposiums, conferences and exhibitions for both Czech and international artists.
- Established and managed 4 Summer festivals and residential program for artists.
- Created the „Art Centre“ which featured over 400 artists, teachers, and students.
- Hosted the Czech and Swedish Ministers of Culture Pavel Dostal and Marita Ulvskog who became ardent supporters of the project.

2004 - 2000 President of GLASSART - International Glass Symposium, CZ

- Used the town of Terezin, with its unique Baroque architecture and its tragic history as the backdrop to the introduction of new glass material formulations, production methods, and contemporary art..
- Obtained sponsorship from the company „Jilek 1905“ for the production cost of all objects produced.
- Established and managed four international symposiums
- Guided four final year students from the Academy of Applied Arts with the presentation of their graduation pieces in Terezin .

2003 Czech organizer of „Sharing EXPERIENCES - GLASS, FIRE, METAL“ Hälleforsnäss, Sweden .

This international symposium was supported by the EU program „Culture 2000“ to facilitate artistic cooperation between the Czech Republic, Sweden, Norway and Danmark.

- Responsible for the representation of Czech Republic by selecting participating artists.
- Responsible for budget and exhibition preparations.
- Arranging the glass exhibition, and integrating the glass teams from all countries.
- Editorial and curatorial oversight of the exhibition catalogue.

Awards Exhibitions and Collections

AWARDS

2009 Award of the „Craft and Art in Glass“ Competition Committee in Novy Bor, CZ

2006 Award of the 4th International symposium of Engraved Glass in Kamenicky Senov, CZ

1998 Award of Rector of the Academy of Applied Arts in Prague, CZ

1995 1st Prize of SWAROVSKI Competition

EXHIBITIONS

2014 SOULS – Experiemnts, Prague New Town Municipal house, CZ

2013 IGS 2013, Art and Craft Museum, Prague, CZ

2013 IGS – International Glass Symposium, Museum of Glass, Novy Bor, CZ

2013 Maison Objet in Paris, France

2013 INDEX, Dubai, UAE

2009 CRAFT AND ART IN GLASS - Exhibition of the Contemporary Glass Creation, Novy Bor, CZ

2009 THROUGH THE CZECH EYE, European Commission of EU, Bruxelles, Belgium

2008 ADLC Abu Dhabi, UAE

2007 INDEX Dubai, UAE

2007 Czech - German Cultural Days, Weiden, Germany

2006 Coburg Prize Exhibition, Germany

2006 4th International Symposium of Engraved Glass, Kamenicky Senov, CZ

2004 TRIPS of BODIES, WAYS of SOULS, Memorial Terezin - Small Fortress, CZ

2003 CZECH DESIGN - Contemporary Czech Design, Municipal House in Prague, CZ

2000 YOUNG TALENT, Munich, Germany

1999 GLASS in PUBLIC SPACE - Installation in Terezin Town Fortress, CZ

1999 VASES and OBJECTS in SOGETSU CENTRE, Tokyo, Japan

1997 Exhibition of IED Artists, Colle de Val d'Elsa, Italy

INTERNATIONAL FAIRS

2013 Maison and Objet, Paris, Fr

2013 Mir Stekla, Moscow, Ru

2013 INDEX, Dubai, UAE

2013 AMBIENTE, Franfurth a.M., Germany

REALISATION in ARCHITECTURE

2013 Sculpture-chandelier (5,2m), private villa, CZ

1997 Windows, Café Slavie - Student's Club of Prague Film Academy, Prague, CZ