

# LUUK

## A tradition is born

A novelty stands at the beginning of everything. Maybe it's not perfect, unsure and coy, but alas it stands at the inception of everything new. As things progress, it trades its imperfections for advantages and slowly gains its own unique form within our reality. At first, only a select few appreciate it, but slowly it gains the attention of the wider collective. And then at last, the breakthrough comes. The seemingly uninterested majority takes notice. There are no shortcuts to achieve this success. No corners to cut. All it takes is passion, hard work and dedication.

In our case, a thought was at the inception. The thought to not just keep the art for ourselves. To show it to the artistic public and our colleagues and friends that there is something within us. An individual perception of our world molded into art which warms the soul. What use is art if there is no one to appreciate it?

This is how the Labyrinth of Artistic Communication (LUUK) was created. A unique exhibition of art authored by the teachers, which have two things in common - un-

conditional love to creativity and to the Faculty of Mass Media Communication. The goal of LUUK isn't to just present the creations of people responsible for molding the students' worldview. Its goal is to open up to new perspectives, new challenges and to bring art and culture to a world dominated by rational thinking.

LUUK opened up its gates for the first time in 2016 at the international scientific conference Megatrends & Media taking place every year at the Smolenice castle. LUUK connected two seemingly polarising worlds - world of art and the world of science - through the exhibition of the work of the teachers at the Faculty of Mass Media Communication, which surprised not only due to the range of the content, but also due to the content itself.

LUUK has decided to invite the public yet again, a year later, in 2017. It will take place during the conference Megatrends & Media at the Smolenice castle. This time, without the hiccups from last year. This is how traditions are born.

Vernisáž 25.4. 2017 / 15:00 / Smolenický zámok



### LABYRINT UMELECKEJ KOMUNIKÁCIE

**AUTORSKÁ VÝSTAVA PEDAGÓGOV**  
Fakulty masmediálnej komunikácie  
UCM v Trnave

**25.4. / 25.5. 2017**  
Bučianska ulica Budova UCM

Kurátor výstavy: PhDr. Marián PAUER, ESFIAP

**AUTORI:**

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