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Fashion • Science • Research • Cooperation • Trade • Media















EUNIC

**EU National Institutes
for Culture**

A conversation moderated by
and Rado Istok, moderated by

31 July 2018

Part of Eleutheria, a public programme on queer history
occasion of Stockholm Europride 2018. A collaboration
Moderna Museet, EUNIC Stockholm and Stockholm
generous support of the Czech Embassy and the O





Small informational label on the wall.



Small informational label on the wall.

Small informational label on the wall.







STOCKHOLM EUROPRIDE 2018





eg.

SVERIGES VIKTIGASTE
MÖTESPLATS
FÖR MEDIEFRÅGOR

#meg18 #bokmassan



Cultural Diplomacy in the Age of Populism

Nation Branding and Exporting Culture
Ingvarsson (SE), Philippe Bischof (CH),
Marie-Autissier (FR), Timimie Märak (Sami)



11-14 OKTOBER



REX

ANIMATIONSFESTIVAL
2018



Zita
FOLKETS BIO

KLARABIOGRAFEN:

BIOGRAFEN
KAPITOL
SAMT EMBLIGAN BE



 **REX**
ANIMATIONSFESTIVAL

re we?
robots?

like a
perform dull

mechanical

humanlike

meaning

writer Karel

U.R. (1921)



AHOJ!

ka representerar R ljudet [r]. Detta ljud
å andra språk och brukar vara det sist
behärskas av tjeckiska barn.
r tjeckisk tungvrickare som innehåller
i fråga är: "Tři sta třicet tři stříbrný
třikalo přes tři sta třicet tři stříbrný
střech." (333 silversprutor sprutade vatten över 333

Ř

ŘEKA= FLOD





BUCHTY

What are we?

Are we all robots?

/'rəʊbɒt/

Machine that looks like a
human being and performs dull
and dangerous work
like a machine or mechanical
device that operates
automatically with humanlike

Czech word **robota** means
"forced labor"

coined by Czech writer
Karel Čapek for his play **R.U.R.**

ČESKO
X
OK





What are we? Are we all robots?

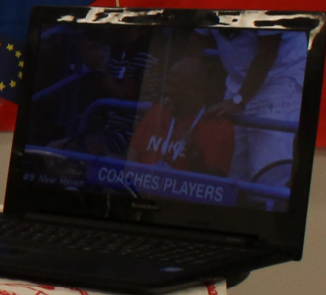
robot /'rəʊbɒt/
• a machine that looks like a human being and performs dull, dangerous work, especially one that operates with humanlike

TRIECKIEN

CZECH SPORT

AHOJ!

EXCHII



MAGASINE











PREZIDENT 21







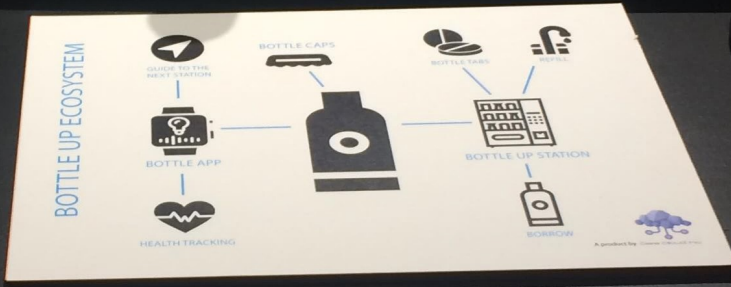




*"EMBRACE YOUR
INNER SWANKMAJER"*







Thank you Bottle Up!
 My name is [Name] and I love my Bottle Up. It's been using the Bottle Up for months now! Absolutely a fan of it! It only has 200 more uses though, so I use it all the time and have to refill it at least 8 times a day.

SO GOOD I'm In Love
 My name is [Name] and I love my Bottle Up. I love Bottle Up and I love that you always meet nice people at the bottle up stations! Remember the times when you had to use an app to meet nice guys, well I've just met the love of my life two weeks ago at the Bottle Up station near my house. We love to share our experience about minerals and vitamins now, thank you Bottle Up!

I hate those smart bottles!
 My name is [Name] and I hate those smart bottles! I don't own one and I would never allow my kids to have one. It would track all of their health data. If that thing took charge over their natural survival instincts how would they ever learn to listen to their bodies needs? I think that it's stupid and irresponsible to give those things that much power!

BOTTLE UP MANUAL

GETTING STARTED EVERYDAY

Unboxing! When you unbox your bottle you will find a bottle and a cap.

BottleApp The app will not only track your health, it also navigates you to the next bottle station.

BottleUp station There are BottleUp Stations all over town. They include a quick and easy bottle cleaner, a water tap to refill your bottle and the Uptomat. At the Uptomat you can borrow a bottle, in case you forgot yours. In case your bottle is completely destroyed, we will recycle it and send you a new one. At the Uptomat you can also get your personalised Tabs.

BottleTabs Take the cap off your BottleUp and insert it into the scanner of the Uptomat. It will then analyse your health data and create a personalised Tab with the exact amount of minerals and vitamins perfect for you. You will get one tab per day. There is a hole for this tablet in the cap. Click it in, shake the bottle and enjoy your day with BottleUp!

Today we live in a world without plastic. In order to save our planet, we conserve resources and energy by stopping the production of single-use materials. By now everyone has a sustainable bottle for their everyday life and recycles any and all plastic out of the tap.

We from Cloud Care Inc. came up with a new sustainable smart bottle, that equips you by tracking your health, and adding the minerals and vitamins that your body needs.

But it is more than just a bottle, it's yours, it's you with a connected ecosystem. It's made of:

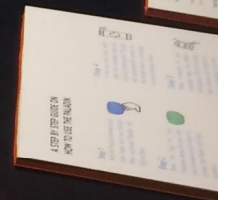
- The BottleApp, which tracks your health.
- The BottleUp Stations, where you can refill and clean your BottleUp, and get your personalised Tabs out of the Uptomat.

Join in on the journey to a more active and healthy lifestyle by getting BottleUp with your personal BottleUp today.

Install the BottleApp first. Create an account and register your BottleUp to connect it with your smart devices. Now put the cap on the bottle. For your first ever use, simply fill it up with tap water.

Your bottle is equipped with a wireless tracking technology, which allows you to track your bottle on every smart table.

A product by Cloud Care Inc.



Introduction
 Welcome to the Bottle Up ecosystem. This manual will guide you through the setup and usage of your BottleUp. Please read this manual carefully to ensure you get the most out of your BottleUp.

















KARKLÖ



3/8-13









2017
KROOKS

Restaurang
Cri
Cri



SALONGEN

ROST
och Russin
Kaffe & Lek

Nogelbröd
Shellac!
u. s. metat









