

No. 4	Lukáš Novák, glassblower	Czech Republic	Central Bohemian Region	Prague
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## Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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## Description

Lukáš Novák is a glassmaker, born in Nový Bor, Czech Republic; a town renowned as a global glassmaking hub, so he was immersed in the world of glass from an early age. His father, a glass master, and his mother, a glass painter, influenced his early exposure to the craft. He pursued formal education in glassmaking, studying glassblowing at the Glass Craft School, followed by the Glass School Nový Bor, where he focused on glassblowing and design. Lukáš further honed his skills at the Academy of Arts, Architecture, and Design in Prague (UMPRUM), studying under renowned glass artist Rony Plesl. After graduating in 2016, Lukáš established his practice in Prague. His main purpose is to bridge the gap between traditional craftsmanship and contemporary design, pushing the boundaries of glass as a medium and exploring its potential to communicate complex ideas and emotions. Through his innovative approach, Lukáš Novák contributes an important part to the field of glass art and design. His portfolio includes vases, mirrors, lighting fixtures, art objects, and installations

## Types of handicrafts

Pottery Knitting Weaving Woodworking	Embroidery Leatherworking Herbalism Culinary craft	Candle making <b>Glassblowing</b> Copper engraving Quilting Jewellery making	Basket weaving Stonemasonry Blacksmithing Traditional agriculture practice
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## Craft touchpoints - where to find?

<p><b>Workshop of an artisan (directly from the craftsman)</b> Handicraft Centre of more than one local artisan Regular local market Local festival</p>	<p>Shop selling local artisans' products Local tourism agency / souvenir shop <b>Web-shops</b> Social media accounts</p>
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## What can we learn?

<b>Heritage preservation / valorisation practice</b>	What do they expose with their practice?	<ul style="list-style-type: none"> <li>• His upbringing in a family of glass artisans (a glass master father and a glass painter mother) and in one of the most important glass-making cities of Europe (Novy Bor) makes for his deep appreciation for the heritage of glassmaking in this region and so deepens his revival efforts.</li> <li>• He revives historical glassmaking techniques while integrating contemporary aesthetics. His aim is to reuse traditional glass techniques that have nowadays lost their adequacy, by taking advantage of modern technologies. For example, one of his collections (Lost and Found) resurrects the 200-year-old method of creating lithyalin glass. This technique had become largely obsolete, but Novák has adapted it with modern technologies. This fusion exposes how heritage crafts can evolve without losing their essence, making them relevant and sustainable in today's world.</li> </ul>
<b>Success factors</b>	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> <li>• He is an inspiring case for heritage preservation, design, and craftsmanship because of his combination of artistic vision, technical expertise and innovative approaches. His work is a model for other artisans, designers, and cultural preservationists, because he successfully demonstrates how tradition and modernity can coexist in art, namely glass-art. He has been nominated for the Czech Grand Design several times and his works have been exhibited in Paris, Helsinki, Milan and Brussels,.</li> <li>• He draws inspiration from traditional methods and proves for them to still hold creative and commercial potential, like the techniques and works in his Lost and Found collection or the Vices collection, where he draws from typically Baroque motifs, and applying them into some more contemporary settings. There is also the example of his NEW! NEW! exhibition, where he used custom-designed stamps and tracing</li> </ul>

		wheels to imprint motifs onto glass, which also brought fresh perspectives to traditional glasswork.
<b>Local community involvement</b>	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> <li>• He originally comes from Nový Bor. With highlighting and using techniques found in the region's heritage, his work brings international attention to the town as a global center of glassmaking. This fosters local pride and reinforces the cultural identity of the area, since his success showcases how skills rooted in local traditions can lead to global recognition.</li> <li>• However, he is based in Prague and that allows him to engage with a dynamic network of designers, artists, and curators, while staying connected to the roots of his craft in Nový Bor. Collaborating with local galleries like DOX by Qubus and Deelive (Prague) boosts the visibility while embedding his work in the local cultural fabric. These partnerships help sustain vibrant cultural ecosystems in the region.</li> </ul>
<b>Link to professional network</b>	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> <li>• His partnerships raise awareness of Czech glassmaking and drive cultural tourism to the region. Novák partners with prominent galleries in the Czech Republic, such as DOX by Qubus, Artiseme, and Deelive, as well as international venues like Assembly (New York) and Die Sellerie (Vienna). His works are also included in respected collections, such as the Kunstgewerbemuseum (Dresden, Germany), and private collections in the Czech Republic, Germany, and the United States. He collaborates with cultural institutions in cities like Bratislava and Vienna, extending his regional influence.</li> <li>• He works interdisciplinarily with skilled designers and artisans, such as graphic designer Jan Novák, for projects like the NEW! NEW! exhibition.</li> <li>• Collaborations with brands like Lasvit, Pilsner Urquell, Adidas, Rückl etc., showcase Novák's ability to blend artistry with functionality.</li> <li>• His efforts for heritage preservation have been highlighted by the Homo Faber platform.</li> </ul>
<b>Communication</b>	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> <li>• Through his posts and stories, Novák emphasizes the importance of preserving Czech glassmaking traditions while showcasing how they can be adapted for contemporary contexts. He educates his audience on the history and cultural significance of glassmaking, elevating its status as both a heritage craft and a modern art form.</li> <li>• Novák maintains a professional online presence through a dedicated website. He uses his web page and his social media (mostly Instagram) to showcase his collections, provide behind-the-scenes of glassblowing and his workshop, to show collaborations and exhibitions, etc., which</li> </ul>

		<p>all makes for successful visual storytelling. All of his content is carefully curated.</p> <ul style="list-style-type: none"> <li>• Along his online presence, he also communicates in other ways, for example one of his unique ways of communication was the visual campaign where he placed some of his works (crystals) in some restaurants and bistros, where his (future) customers could interact with and see the works.</li> </ul>
<b>Sustainability factor</b>	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> <li>• Most of Novák's financial sustainability stems from selling his products, that include glass vases, lights, art objects, murals, and installations. His flexibility to provide glass art for private collectors, galleries, commissions, and functional art objects makes for his income stream. Novák's collaborations with prestigious galleries (Kodl Contemporary, Deelive, Assembly New York etc.) and brands (Lasvit, Rückl etc.) allow him to tap into broader markets.</li> </ul>

## What makes it a best practice?

Lukáš Novák is an effective artisan because he has masterfully combined his heritage and tradition with contemporary design practices. His route to success is defined by his deep connection to Czech glassmaking traditions, his commitment to sustainable practices, and his ability to fuse conceptual thinking with high-quality craftsmanship. By combining both his heritage and modern technologies, collaborating with leading galleries and designers, and utilizing strategic branding, he has ensured his success on the global stage. His story is a model for artisans seeking to preserve cultural heritage while innovating and staying relevant in the modern art and design world.

Novák benefits from being part of a country with strong cultural heritage policies that support the glassmaking industry. The Czech Republic has a long history of craft preservation, where institutions like UNESCO have recognized its importance. In the Czech Republic, glassmaking is not only seen as an artistic expression but as a key aspect of the national identity and cultural heritage. The artisan has demonstrated a deep knowledge of traditional craftsmanship, combined with an ability to adapt to current trends, that stems from his education at Glass Craft School and the Glass School Nový Bor, at UMPRUM, studying under the renowned glass artist Rony Plesl. His success is shown in his collaborations with well-known galleries and brands, such as Lasvit, Rückl, Adidas, Assembly New York, Art Basel and DOX by Qubus. During his career, he has ensured his visibility within the global design community, positioning himself as an ambassador of Czech glassmaking.

## Contact information

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