

ZIKA ASCHER – ARTIST AND DESIGNER

Zika Ascher (April 3, 1910 –September 5, 1992) was a Czech artist and designer. He was famous in the world of British fashion. He also was a Czechoslovak **champion skier** before he emigrated¹ to London. Zika was a tall and elegant man. He was shy², charming³ and he had a very **strong will**.



With his wife Lída, he started to create fabric⁴ design. In 1942, they started their **own company** called *Ascher Ltd.* In 1939, they went on their honeymoon⁵ to Norway, just before **Nazi Germany** occupied⁶ Czechoslovakia, so the Aschers went to England directly⁷ from Norway.

In 1945, Zika telephoned a lot of famous artists in Paris, **such as** Braque and Picasso. They made fabric designs for him. Ascher was a friend of many of the French artists who worked for him.

From the 14th of February to the 15th of September, 2019, you can visit *The Mad⁸ Silkman⁹: Zika & Lida Ascher: Textiles and Fashion* in the **Museum of Decorative Arts** in Prague. It is an exhibition of Zika and Lida Ascher's work.

Vocabulary:¹emigrovat|²stydlivý|³šarmantní|⁴látka|⁵líbáanky|⁶okupovat|⁷přímo|⁸šílený|⁹hedvábník

Language notes: champion skier=vrcholový lyžař|strong will=pevná vůle|own company=vlastní společnost|Nazi Germany=nacistické Německo|such as=například|Museum of Decorative Arts=Uměleckoprůmyslové muzeum

Sources: independent.co.uk|upm.cz|en.wikipedia.org