

Specifics and price list

City

7.-12. 10. 2025

Designblok

Designblok - Prague International Design Festival

6 days

creative,
professional
and business
platform

fashion
shows

product
design and
fashion

established
in 1999

200+
exhibitors

designers
and firms

curated
exhibitions

lectures
and expert
panels

41 000+
visitors

for both
the expert
and general
public

wide
media
coverage

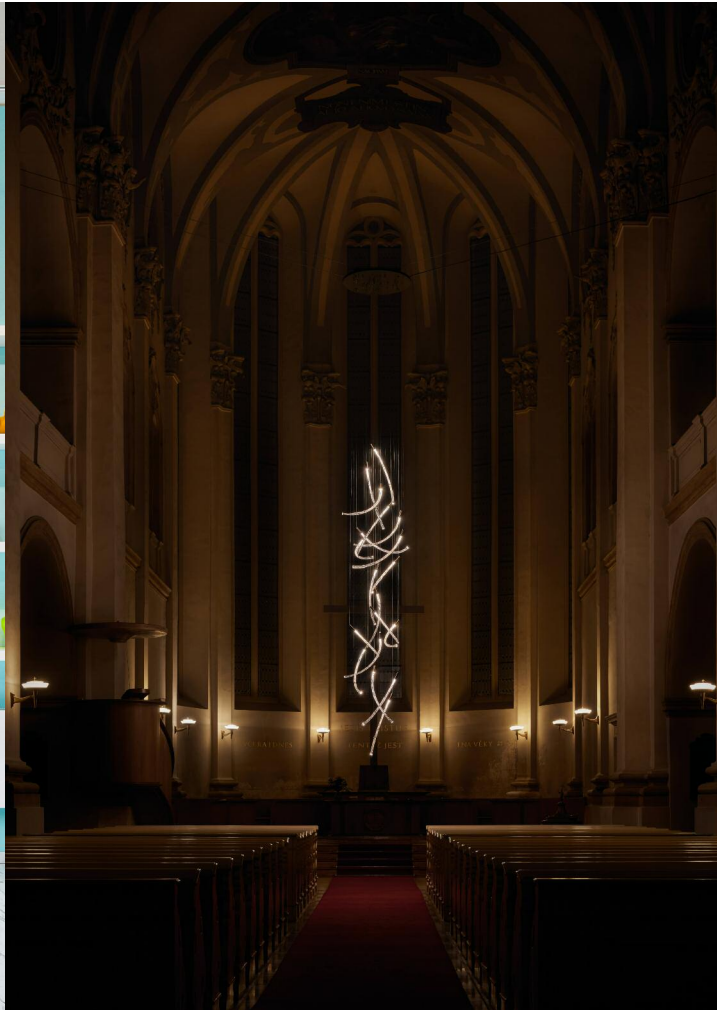
curators, gallerists,
collectors, architects,
journalists and lovers
of design

350+ journalists
from Czechia
and abroad

Designblok – Prague International Design Festival

What is the Designblok experience?

Designblok 2024 after-movie



The central theme for the 27th Designblok is COURAGE.

“For me, courage is one of the most important ingredients of quality design. Designblok sees courage in each exhibitor’s drive to push their work further, to go where no one has gone before, and use not only traditional craft techniques but also new technologies. Not being afraid of new solutions and one’s own original expression is the cornerstone of success. For me, Designblok 2025 will be about the courage to connect individual disciplines, placing design in a widely social context, and the search for the best solutions, all the while paying attention to female designers and all women who have made a significant impact on the world’s design scene. Joseph Grima – the eminent British architect, design theorist and creative director of Design Academy Eindhoven,

Alcova Milano and Alcova Miami – called Designblok a ‘nurturing subject’ who helps transform the legacy of central Europe into a modern and prosperous society. All that without exhausting our unique resources, adopting a creative, responsible approach to production, and spreading awareness among the wider public. We wish everyone much courage in continuing this mission!”

*Jana Zielinski,
Designblok director*

City

- The city (stand-alone venues outside of Designblok's main exhibition spaces) = shops, showrooms, galleries, pop-up shops, or any other space which the subject chooses for their presentation
- Mostly located in Prague, but also other cities in Czechia.
- Dozens of galleries, exhibition spaces, and showrooms across Prague have traditionally taken part in Designblok, preparing various programs and special events for visitors throughout the festival
- Various fashion brands, pop-up shops, jewelers and company showrooms present exhibitions in their own spaces, and Prague-based art schools exhibit the works of their students and graduates.
- Museums which exhibit and collect design items also play a central part.
- All participants are featured on Designblok's interactive online map.

How to apply

- The selection process is based on the submitted [online application](#).
- A mandatory part of the application form is a presentation, which must include a description and visual references of the participating site and the planned programme at the site (lectures, conferences, new product release, etc.)
- The selection process takes into account the following:
 - collaboration with designers and architects on the products (exposition)
 - visualization and description of the planned programme
 - the brand's general quality and public presentation (website, social networks, showroom, etc.)
- The deadline for submitting applications is on 31 May 2025 at 23:59.
- The applicants will receive note of the decision by 30 June 2025 at the latest.
- The final decision of participation is based on the organizers' curatorial decision.
- General terms and conditions can be found [here](#).

Price list / City

Cena

Designers, design studios, school studios, non-profit organisations

15 000 CZK

Companies, producers, shops

35 000 CZK

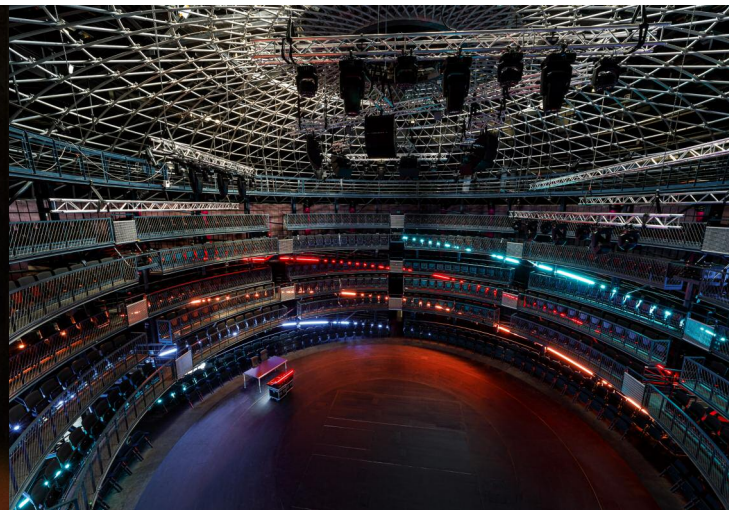
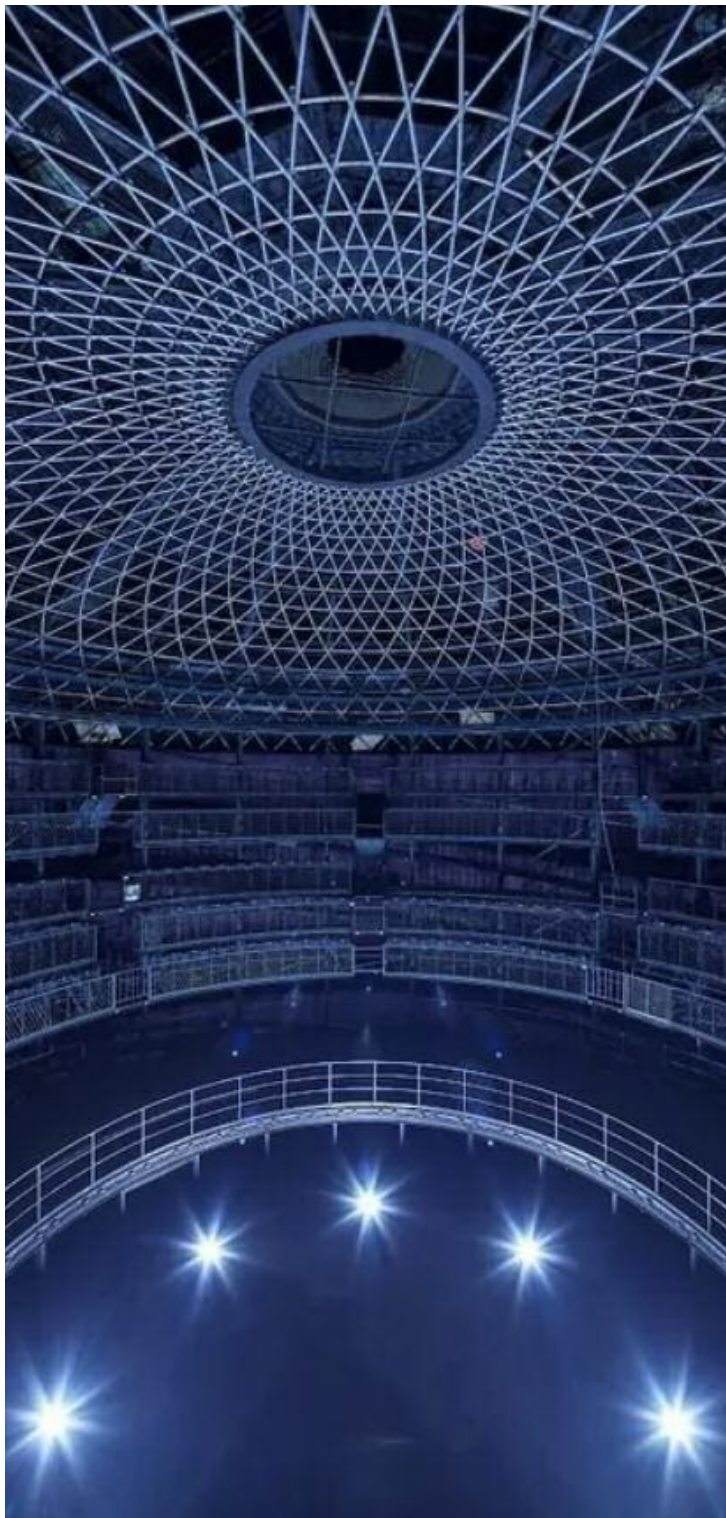
Showroom accompanying the Designblok exhibition space

5 000 CZK

Prices are listed without VAT.

Designblok Talks:

- All-day expert conference for architects, designers, developers and other professionals
- Lectures and moderated discussions with the world's leading names in architecture and design (TBA)
- Cooperation with Dezeen magazine and its CEO Ben Hobson, including presentations by Czech and international professionals
- Unique, freshly reconstructed space Nová Spirála, right in the Výstaviště Praha campus



The participant fee includes:

- Listing in the catalog and map on Designblok's website
- Inclusion of the promotional photographs and press releases in the Designblok press kit, PR services in the form of mentions in press releases, connecting with journalists, promotion in the navigation system, accompanying print materials and Designblok online channels
- Unified visual style for the exposition spaces facilitates easy identification by visitors
- 1x invitation for two persons to the Grand Opening
- 4x all-week festival pass
- 1x ticket for the Designblok Talks conference

Other PR services

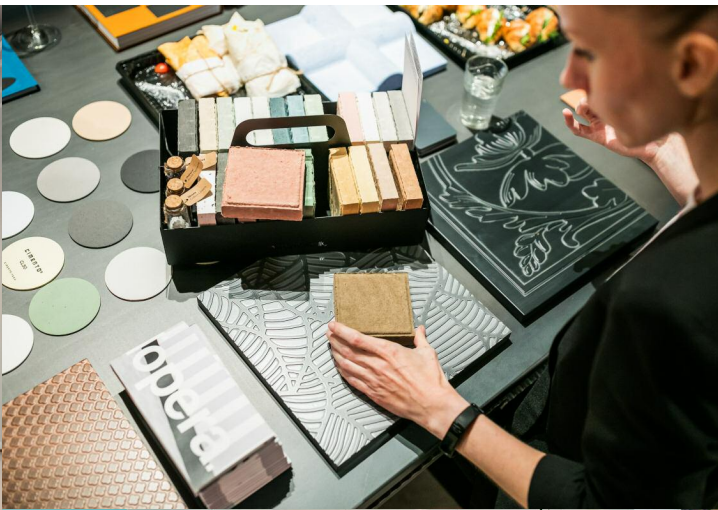
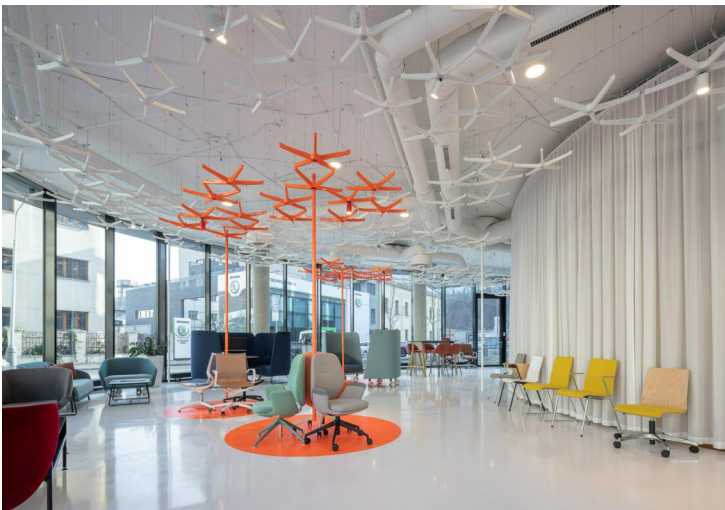
not included in the participant fee:

- Exclusive advertisement on social networks (78 000+ followers) with reach to over 520 000 users interested in design across the world (Instagram, Facebook)
- Attractive advertisement space on the designblok.cz website (100 000+ unique users during the festival) and the Designblok newsletter (12 000+ active contacts)
- User activation in the form of competitions for products or tickets
- Providing professional photographs of the presentation
- Composing the above-mentioned benefits into useful bundles to reach maximum impact for your brand during the festival and beyond

All exhibitors will receive the price list for marketing offers after confirming their participation in the festival.

Schedule:

- 31 May 2025 at 23:59
Deadline for applications
- 30 June 2025
Final selection confirmed
- 15 July 2025
Deadline for participant fee
- 31 July 2025
Deadline for catalog materials
for the Designblok website
- 7 October 2025
Professionals' Day and Designblok Talks
- 7 October 2025
Grand Opening at Křižík Pavilions
- 8-12 October 2025
Designblok opens to the public,
Monday-Saturday: 10AM-9PM,
Sunday: 10AM-6PM
- 9 October 2025
Designblok Awards ceremony



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