

Specifics and price list

Exterior

(Superstudio + Openstudio)

Křižík pavilions,

Výstaviště Praha

Výstaviště 67, Prague 7

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

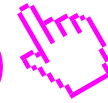
350+ journalists
from Czechia
and abroad

Designblok – Prague International Design Festival

What is the Designblok experience?

Exterior expositions

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*

Exterior, Křižík pavilions (Superstudio + Openstudio)

- Designblok's outside spaces will feature the Superstudio and Openstudio expositions, whose size, focus, and necessary safety measures benefit from the outside (unroofed) festival spaces.
- The outside spaces are nestled between the renovated postmodernist exhibition halls of pavilion B and C, amid the greenery of Stromovka park in the spaces of the Výstaviště Praha in Prague's Holešovice district
- There are options to use the roofs of Křižík pavilions B, C, D, E
- Superstudio = exposition of companies and producers presenting products developed in collaboration with top-notch designers
- Openstudio = exposition of designers and design studios, prototypes, and limited-edition series without any backing by commercial producers
- Exterior expositions, also available for partners
- Food court and rest zone













How to apply

- The selection process is based on the submitted [online application](#).
- The application must include the project presentation with description and images, as well as the visualization of the planned exposition.
- The selection process takes into account the following:
 - collaboration with designers and architects on the products and the final exposition
 - visualization and detailed description of the planned exhibition
 - the brand's general quality and public presentation (website, social networks, showroom, etc.)
 - the presentation of other subjects as part of one's exposition is prohibited
- Tours of exhibition spaces will take place during March–May 2025. Signing up is possible after previous consultation with the project managers.
- 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, along with information about their allotted exposition space.
- The presentation spaces are allotted based on the preferred size filled out in the application and on the organizers' curatorial decision.
- Official suppliers and partners form an integral part of the festival. Options for offering their services will be sent to the confirmed exhibitors during summer 2025.
- General terms and conditions can be found [here](#).

Price list / Křižík pavilions, Exterior

Superstudio

Openstudio

Price

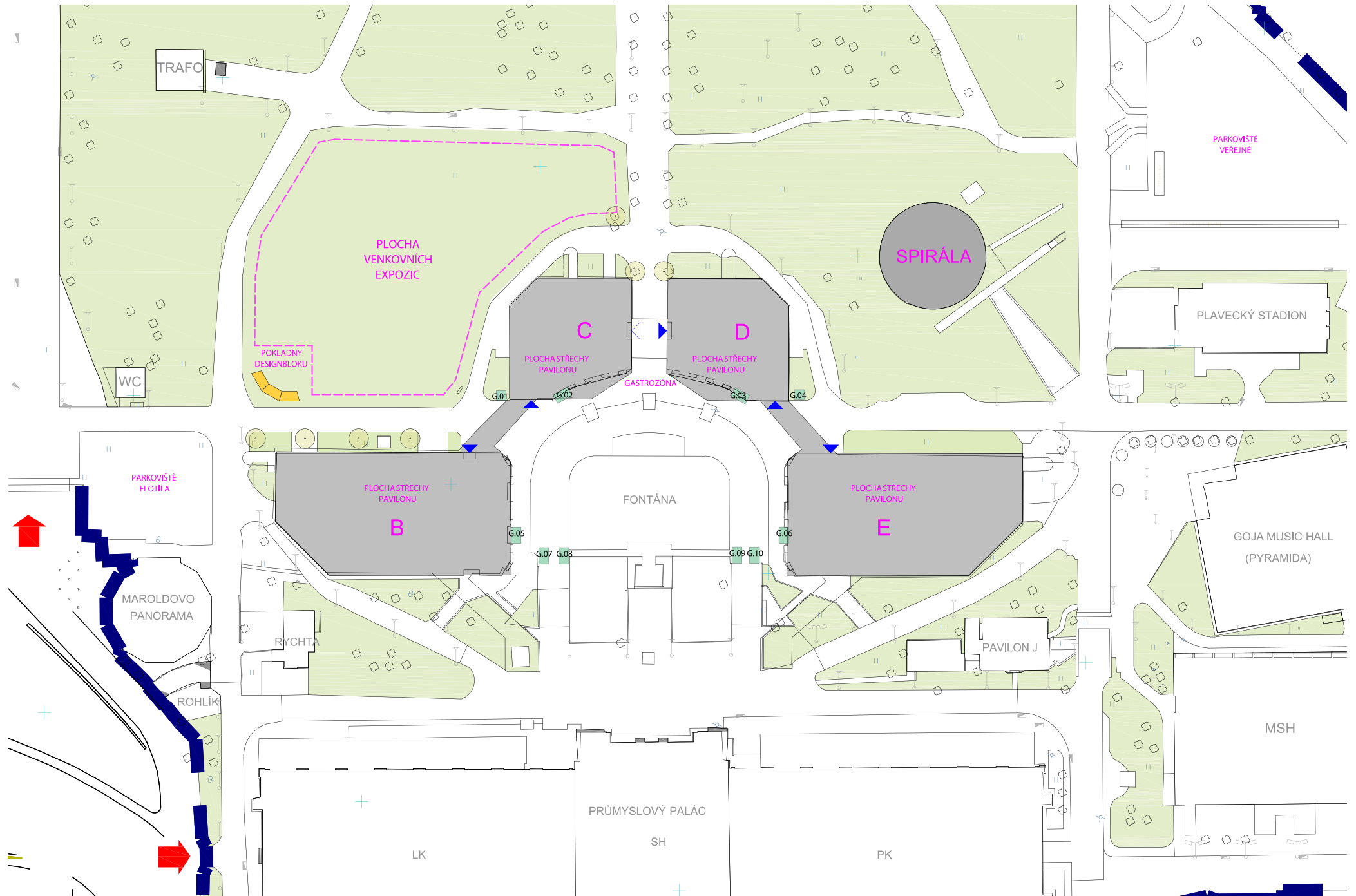
up to 20 m ²	40 000 CZK
up to 30 m ²	50 000 CZK
up to 40 m ²	60 000 CZK
up to 100 m ²	90 000 CZK
up to 200 m ²	120 000 CZK

Price

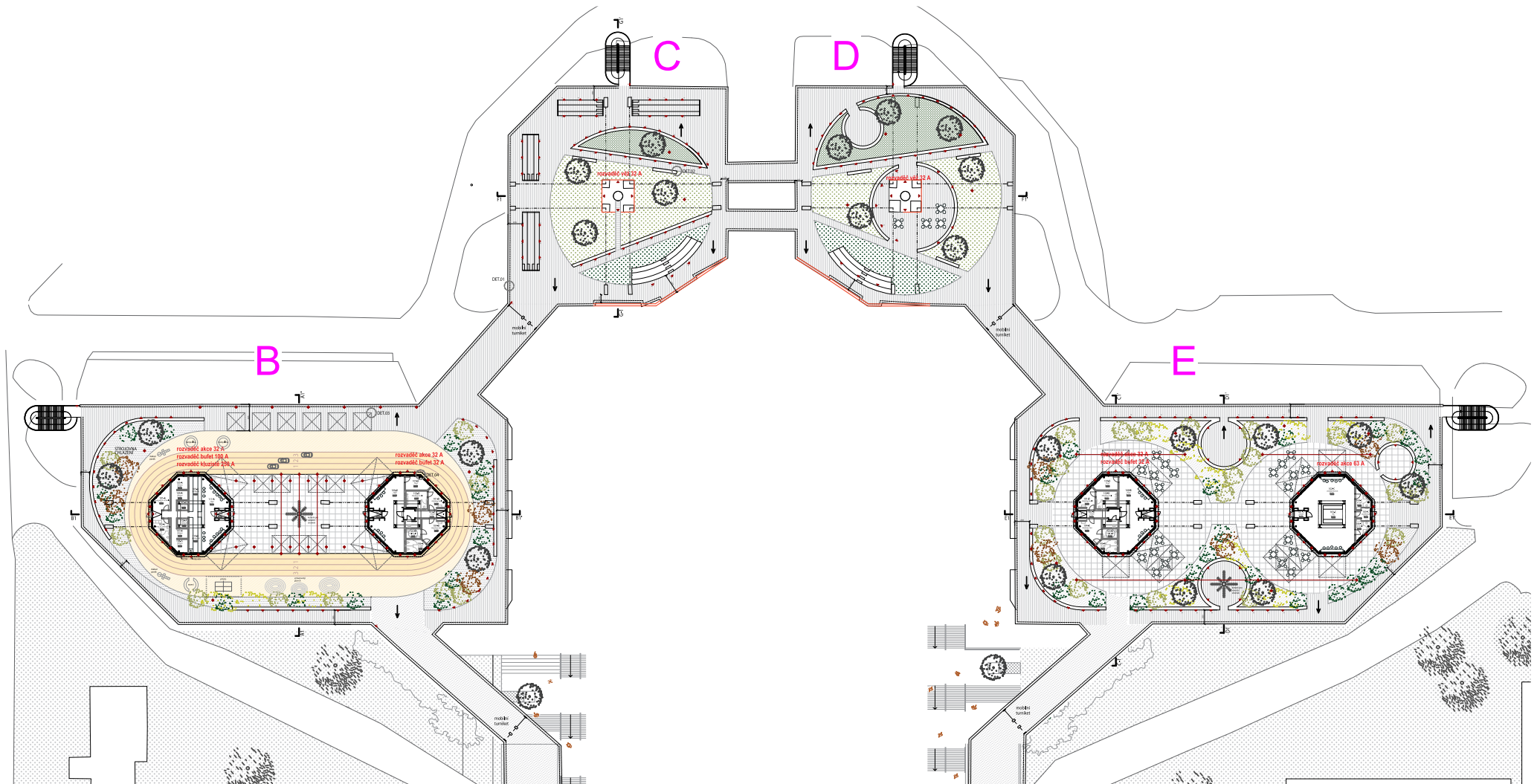
up to 10 m ²	20 000 CZK
up to 20 m ²	26 000 CZK
up to 40 m ²	36 000 CZK
up to 100 m ²	50 000 CZK
up to 200 m ²	72 000 CZK

Prices are listed without VAT, include electricity, and do not include water supply.

Outside spaces of Křižík pavilions



Rooftops of Křižík pavilions

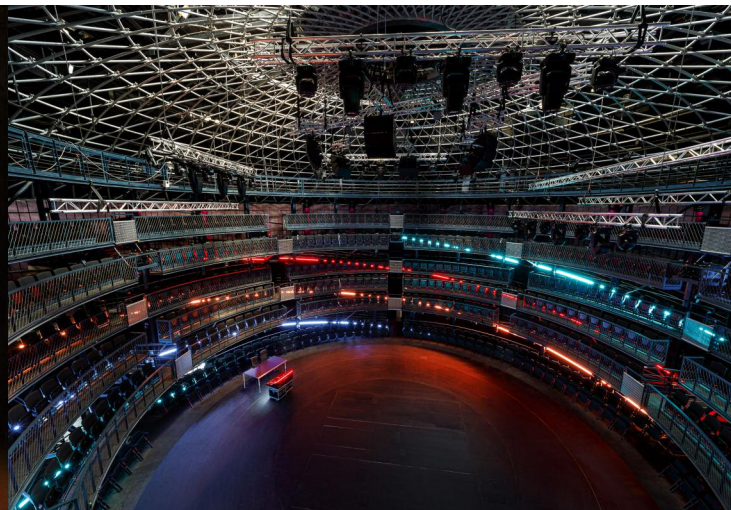
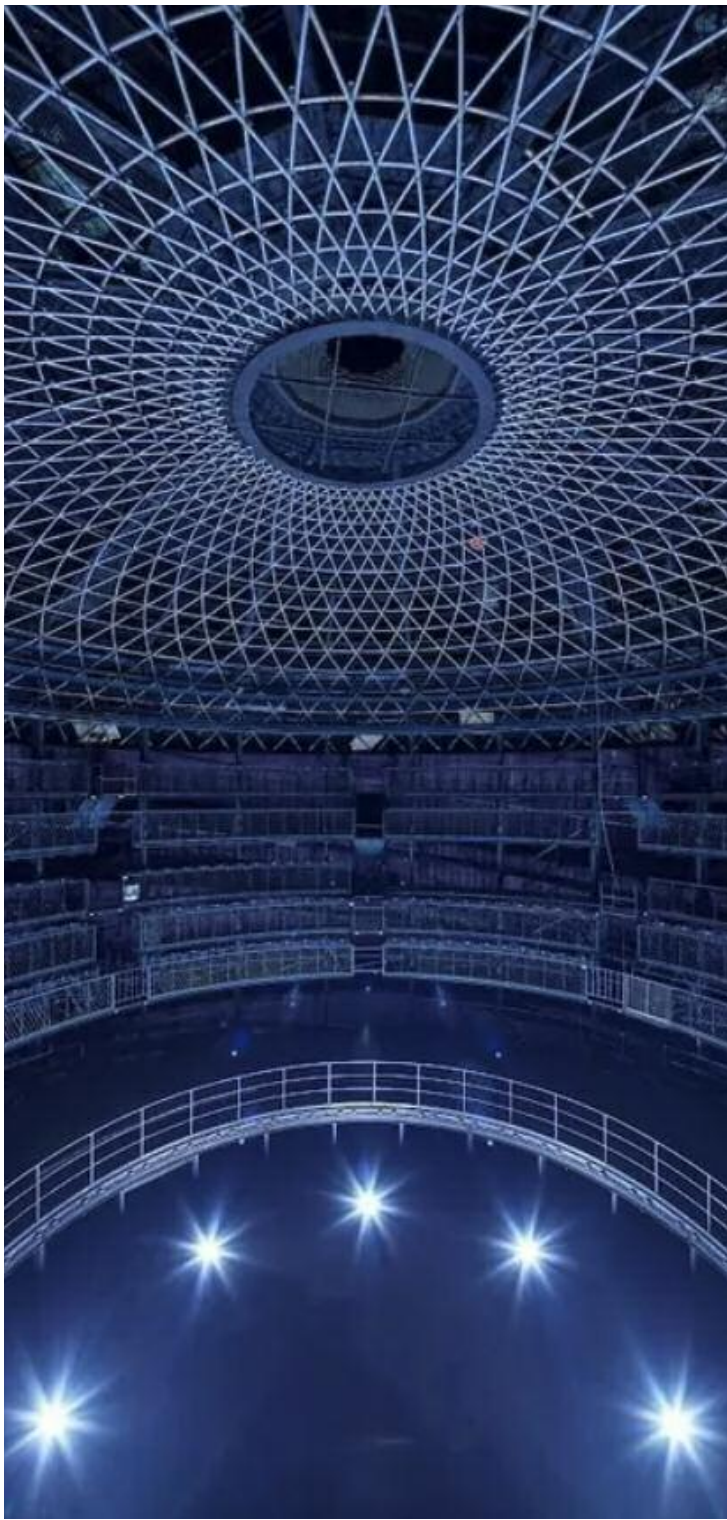


Professional's Day:

- Tours of all festival locations and exhibitions before the event opens to the general public
- For architects, designers, developers, curators, gallerists, journalists and other professionals
- Great opportunity to invite your guests, clients and business partners
- 5000+ invited industry professionals, 5 hours of networking

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:

- Exhibiting space in the Exterior section
- Listing in the Designblok website's online catalogu
- 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
- 8x exhibitor pass for companies (Superstudio) /
5x exhibitor pass for companies (Openstudio)
- 40x ticket to Professionals' Day for your guests, clients or partners (Superstudio) /
10x ticket to Professionals' Day (Openstudio)
- 2x invitation for two persons to the Grand Opening (Superstudio) /
1x invitation for two persons to the Grand Opening (Openstudio)
- 10x all-week festival pass (Superstudio) /
5x all-week festival pass (Openstudio)
- 2x ticket for the Designblok Talks conference (Superstudio)
- The option to buy single-entry passes for your guests, clients or partners at discount price

*Apart from all services provided by the participant fee in the Superstudio section, the exhibitors also have the option to have their own showroom or studio advertised in the online catalog available on the official Designblok website for the discount price of 5 000 CZK (the standard price being 15 000 CZK).

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:

- March–May 2025
Tour of the exhibition spaces
- 31 May 2025 at 23:59
Deadline for applications
- 30 June 2025
Final selection confirmed
- July and August 2025
Tours of the exhibition spaces
- 15 July 2025
Deadline for participant fee
- 31 July 2025
Deadline for catalog materials
for the Designblok website
- 3–6 October 2025
Exhibition installation
- 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
- 12–13 October 2025
Exhibition de-installation



Contact:

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