

Specifics and price list

Openstudio

Museum of Decorative Arts  
in Prague

17. listopadu 2/2, Prague 1

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

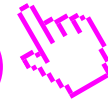
350+ journalists  
from Czechia  
and abroad

# Designblok – Prague International Design Festival

What is the Designblok experience?

Openstudio expositions

Designblok 2024 after-movie



# The central theme for the 27<sup>th</sup> 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*

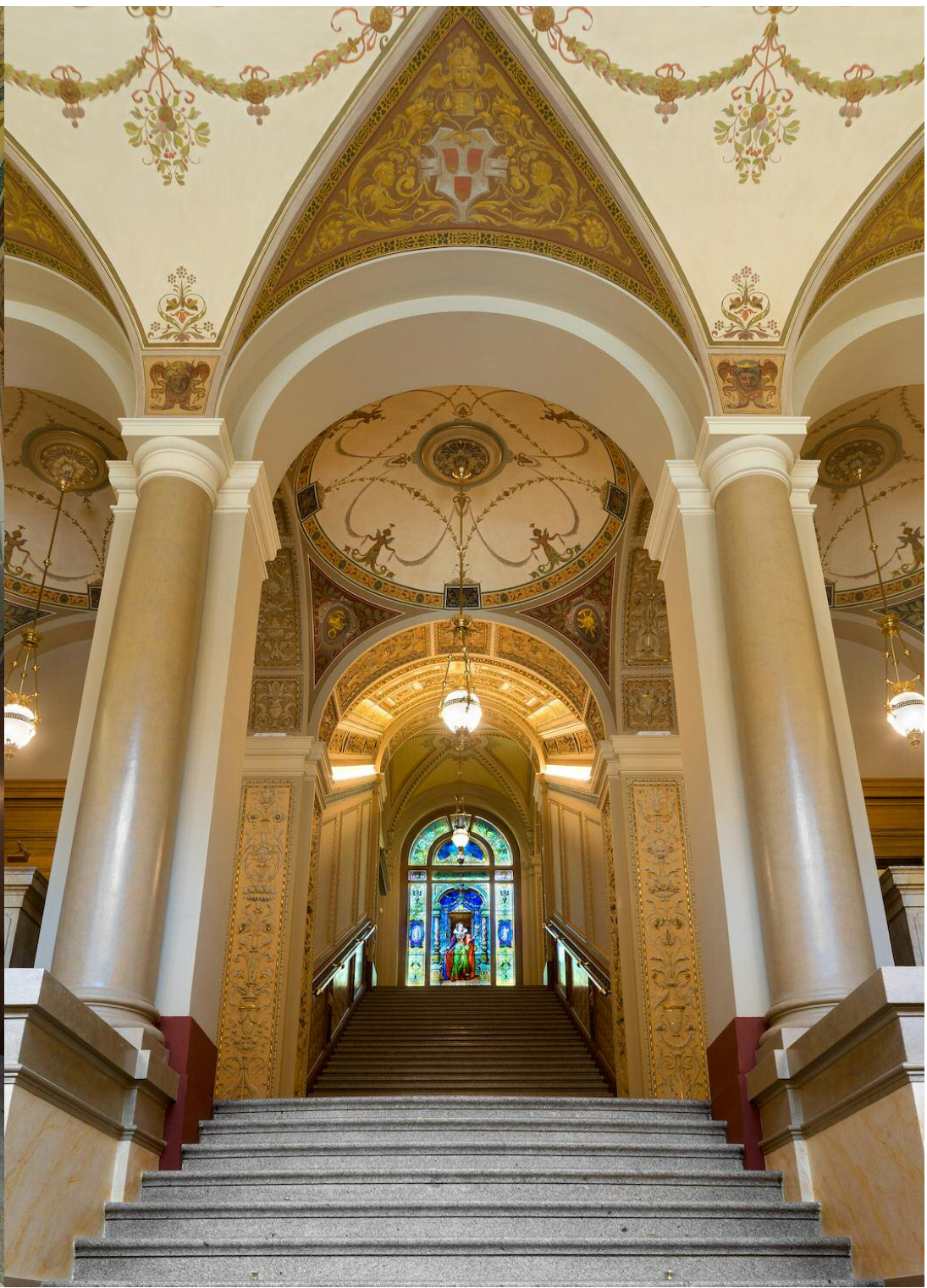
# Openstudio, Museum of Decorative Arts in Prague

- Unique neo-renaissance building in downtown Prague
- Openstudio = an exhibition of designers and designer studios, prototypes, and limited-edition products made without the input of a commercial producer
- Exhibition of finalists of the Diploma Selection international competition focusing on product design
- Installation of leading Czech designer Jiří Pelcl
- Curated exhibition of female artists from the field of design, architecture, and fine art under the supervision of curator Michaela Kádnerová
- Exhibition of the avant-garde jeweler Zdeněk Vacek, celebrating his 20<sup>th</sup> year on the scene, curator: Jan Dotřel











# 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, Museum of Decorative Arts in Prague

## 1<sup>st</sup> floor

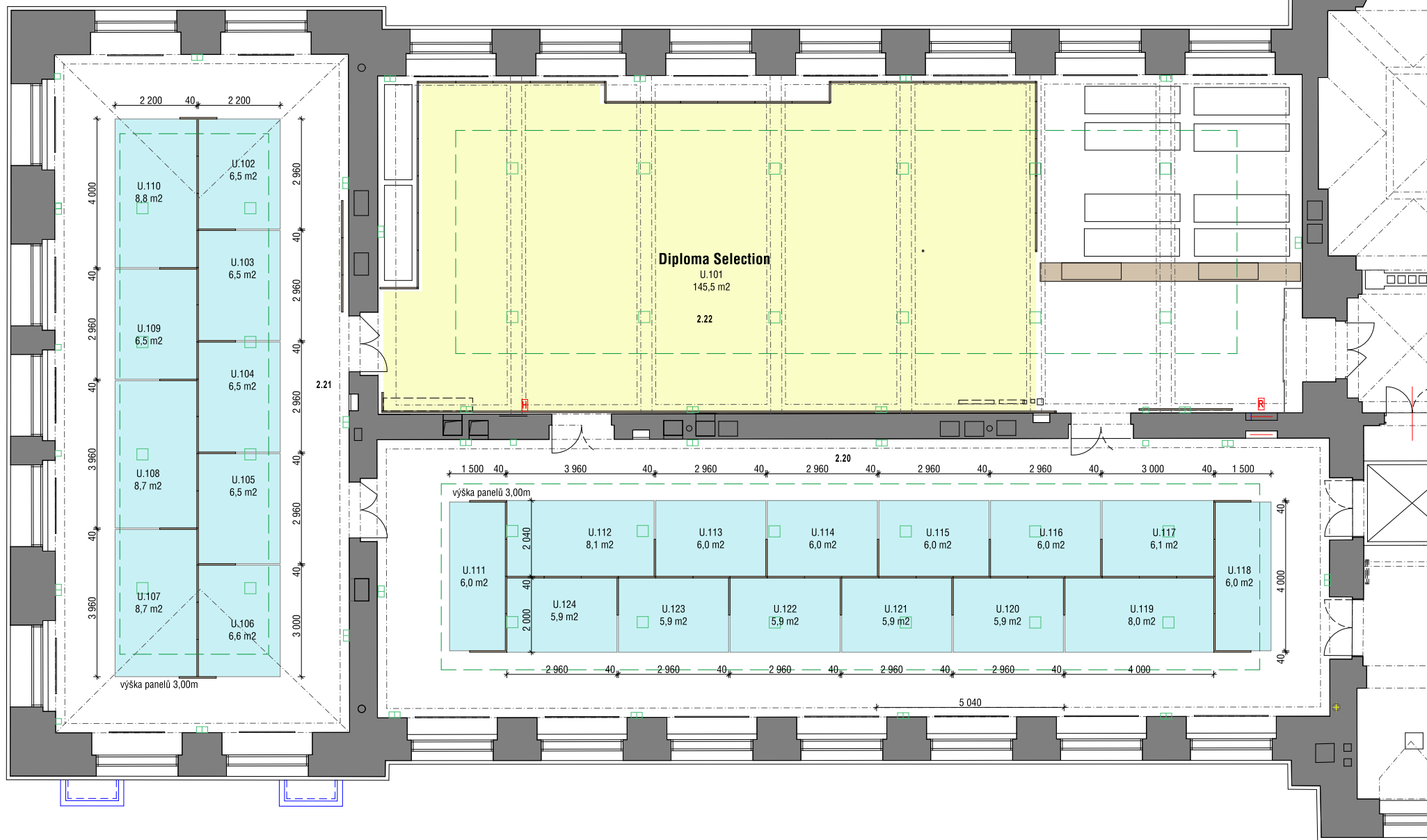
<u>Number</u>	<u>Price</u>
U.102	16 200 CZK
U.103	16 200 CZK
U.104	16 200 CZK
U.105	16 200 CZK
U.106	16 200 CZK
U.107	20 500 CZK
U.108	20 500 CZK
U.109	20 500 CZK
U.110	20 500 CZK
U.111	16 200 CZK
U.112	20 500 CZK
U.113	16 200 CZK
U.114	16 200 CZK
U.115	16 200 CZK
U.116	16 200 CZK
U.117	16 200 CZK
U.118	16 200 CZK
U.119	20 500 CZK
U.120	16 200 CZK
U.121	16 200 CZK
U.122	16 200 CZK
U.123	16 200 CZK
U.124	16 200 CZK

## 3<sup>rd</sup> floor

<u>Number</u>	<u>Price</u>
U.303	16 200 CZK
U.304	16 200 CZK
U.305	25 200 CZK
U.306	25 200 CZK
U.307	15 800 CZK
U.308	15 800 CZK
U.309	25 200 CZK
U.310	25 200 CZK

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

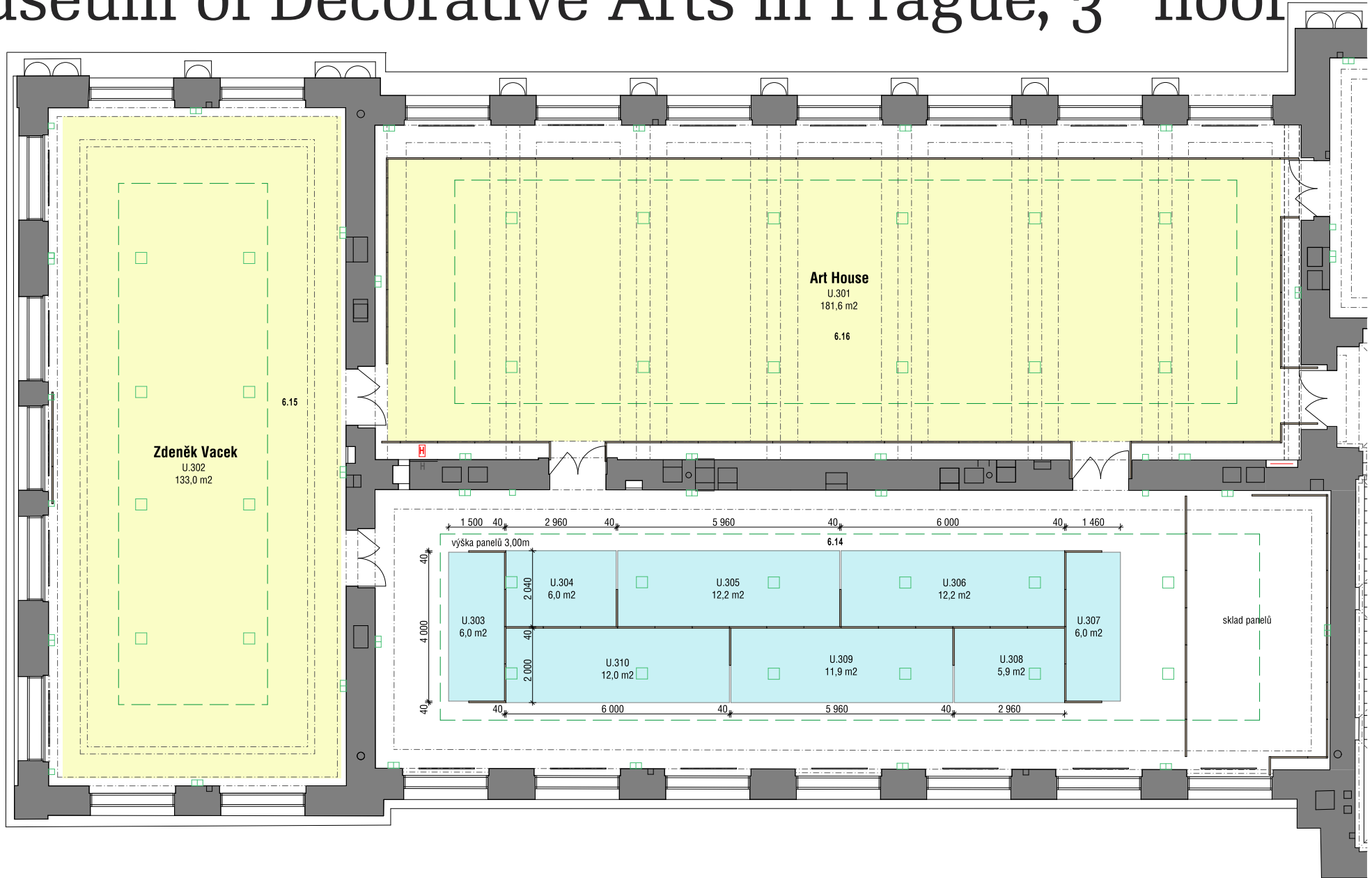
# Museum of Decorative Arts in Prague, 1<sup>st</sup> floor



- PROSTORY OPENSTUDIJA
- VÝSTAVNÍ PROSTORY



# Museum of Decorative Arts in Prague, 3<sup>rd</sup> floor



- PROSTORY OPENSTUDIA
- VÝSTAVNÍ PROSTORY

# The participant fee includes:

- Exhibiting space in the Openstudio section at the Museum of Decorative Arts in Prague
- Listing in the Designblok website's online catalog
- 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
- 5x exhibitor pass for designers and design studios
- 10x ticket to Professionals' Day for your guests, clients or partners
- 1x invitation for two persons to the Grand Opening
- 5x all-week festival pass
- The option to buy single-entry passes for your guests, clients or partners at discount price

\*Designblok supports young designers with a student discount of 20% from the participation fee. Before sending in the invoice for participation, it is necessary to include a valid document for the confirmation of study. The exhibitor must be a student at the time of the festival and must not share their exhibition space with other subjects.

\*Apart from all services provided by the participant fee in the Openstudio 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
- 2-6 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
- 13-14 October 2025  
Exhibition de-installation





# Contact:

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