

Specifics and pricelist

Openstudio

Bastion Florenc

Křižíkova 2A, Prague 8

2. – 6. 10. ²⁴

Designblok ^{'24}

Designblok

[Designblok, Prague International Design Festival](#) is the largest exhibition of design and fashion in central and eastern Europe, held in the creative heartland of the European continent. The six-day festival starts off with a day dedicated to the experts (Professionals' Day) and continues with a five-day exhibition for the public which presents new projects from over two hundred carefully selected makers, studios and established brands. The festival's curated exhibitions react to current social topics, draw attention to the work of both up-and-coming and long-established designers, and offer a creative and professional business platform which provides opportunity for the meeting of designers and companies with the expert public, suppliers and customers. The exhibitions also include a wide-ranging accompanying program in the form of lectures and discussions, field-specific encounters, fashion shows and other special events which open spaces for networking and mutual inspiration.

[Over 41 000 people visit Designblok festival each year, including designers, curators, collectors, architects, interior designers, journalists and design lovers.](#)

Designblok is supported by an intense [media campaign](#) which impacts a wide spectrum of professionals as well as the general public. Prestigious Czech and international media regularly cover the festival and the exhibited projects through television outlets, radio, print and online media, social networks, podcasts and other novel formats. Over 350 journalists from Czechia and abroad visited the festival last year and, according to Newton Media monitoring, the festival has been featured in over 1200 media releases between 1 January – 31 December 2023.

The 26th Designblok's main theme is YOUTH.

“A period connected with new beginnings, love, grand plans and expectations. Time flows slower and nothing is impossible. In 2023, Designblok celebrated a quarter century of its existence in grand style. Although it is among the oldest design exhibitions in the world, it is still young in its dynamic development. In the historical and social context, design itself is a relatively new discipline, but it is certainly a great mover of the 21st century. With a bit of hyperbole we can say that design is one of the key ingredients of youth and longevity, which we all long for. It brings innovation as well as functional and aesthetic progress to the world and is able to prolong life and improve its quality.”

Jana Zielinski, director of Designblok festival

Openstudio, Bastion Florenc

Designblok will transform the Bastion Florenc modern development project into an exhibition of designers, design studios and schools. Novelties from both Czech and international producers will be presented in this unique space of contemporary architecture. Laboratory of contemporary design, bringing together product designers, fashion designers, jewelry designers, illustrators and graphic artists, mostly featuring prototypes and limited series made without the oversight of a commercial producer. Under the title School Today, the exhibition house will also present a showcase of Central European schools and universities.

Participant application and tender

- [Tours of the exhibition spaces](#) will take place in April and May 2024 and it is possible to register for them after consulting with a project manager.
- The tender is processed on the basis of an [online application](#).
- The participant application must include a presentation consisting of the project's [description and image references, as well as a visualization of the planned exhibition at Designblok](#).
- The tender takes into account the following:
 - › collaboration with designers or architects on the overall exhibition or on the items themselves
 - › the appended visualization and the planned exhibition's detailed description
 - › the level of the brand's public presentation (website, social networks, other)
- Exhibition spaces are allotted based on [the preferred span \(m²\) filled out in the application](#).
- [Deadline for applications is 31 May 2024](#).
- You can find the general terms and conditions [here](#).
- The applicants will receive notification of the tender's outcome along with information about the allotted exhibition space by 30 June 2024 at the latest.
- Official suppliers are an integral part of Designblok. It is not possible to collaborate with other parties and they cannot be represented as part of the exhibition space. We will connect the selected projects with our official suppliers over the course of summer.

Pricelist / Bastion Florenc

1st Floor

<u>Number</u>	<u>Price</u>
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G01	19.800 CZK
G02	19.800 CZK
G03	22.200 CZK
G04	33.000 CZK
G05	21.000 CZK
G06	29.400 CZK
G07	21.000 CZK

2nd Floor

<u>Number</u>	<u>Price</u>
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H01	25.800 CZK
H02	16.200 CZK
H03	25.800 CZK
H04	34.200 CZK
H05	24.600 CZK
H06	23.400 CZK
H07	27.000 CZK
H08	27.000 CZK
H09	25.800 CZK
H10	25.800 CZK

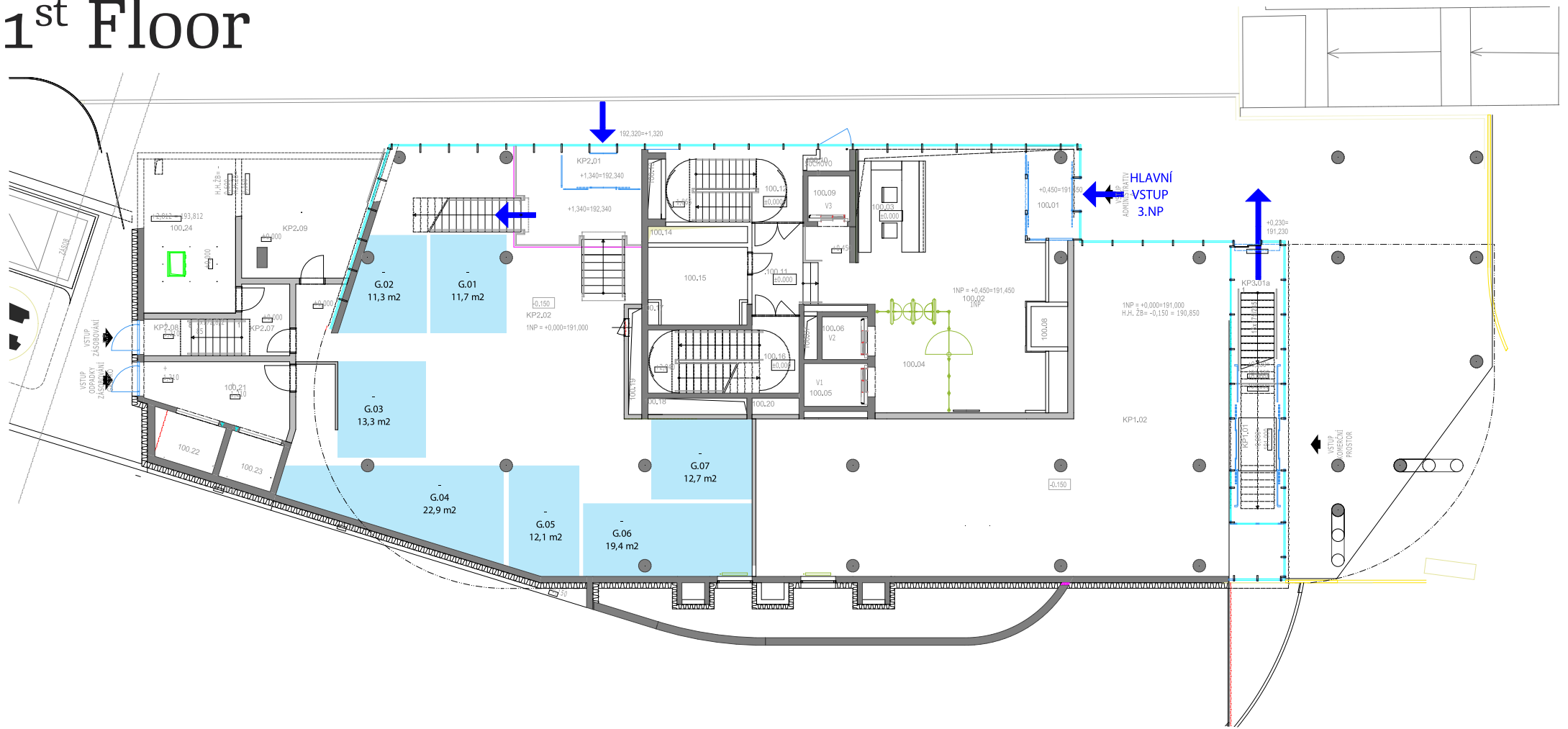
3rd Floor

<u>Number</u>	<u>Price</u>
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I01	43.800 CZK
I02	41.400 CZK
I03	36.600 CZK
I04	33.000 CZK
I05	30.600 CZK
I06	40.200 CZK
I07	41.400 CZK
I08	41.400 CZK
I09	33.000 CZK
I10	40.200 CZK
I11	41.400 CZK
I12	30.600 CZK
I13	34.200 CZK
I14	41.400 CZK
I15	41.400 CZK
I16	41.400 CZK
I17	33.000 CZK
I18	33.000 CZK

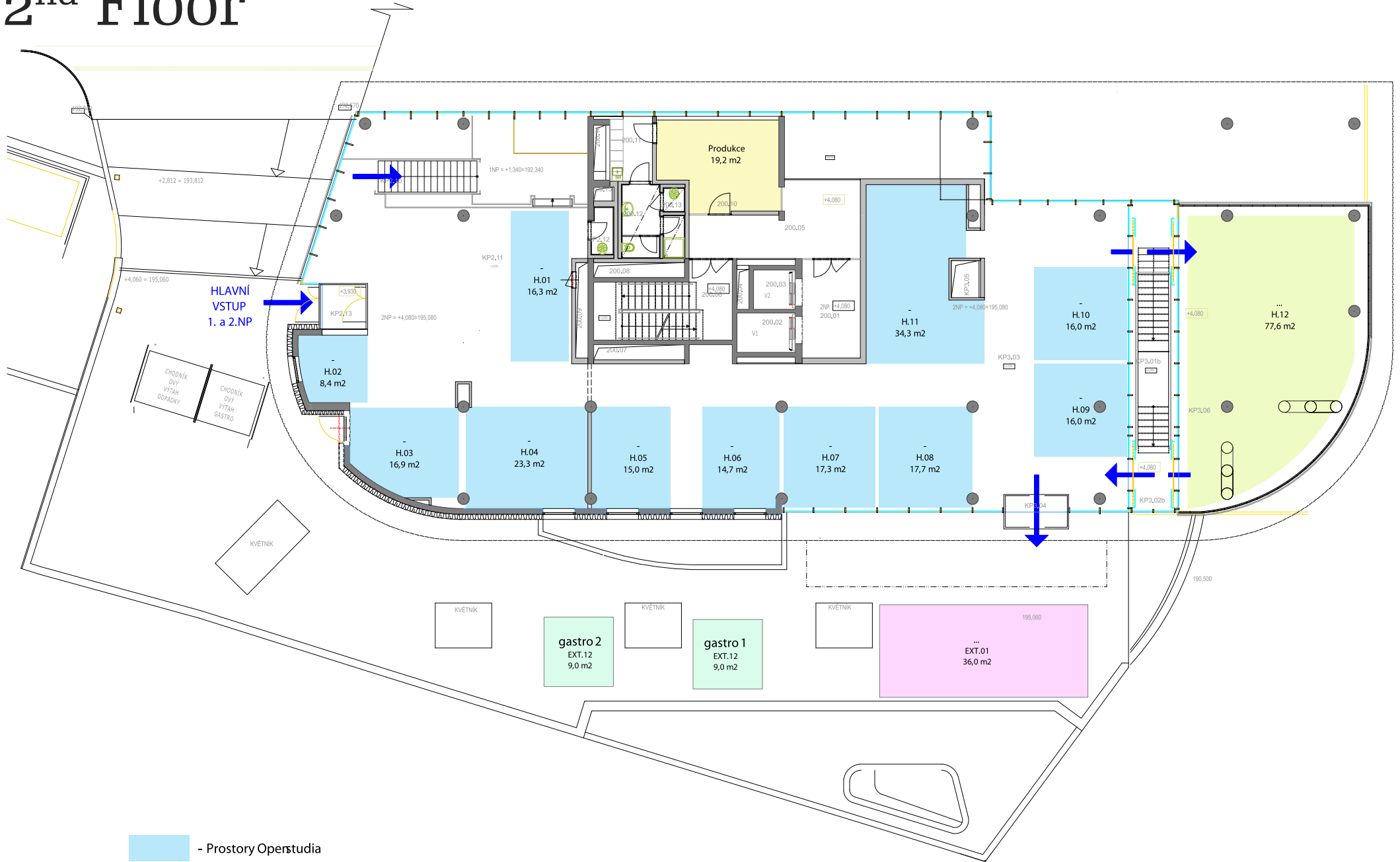
VAT is not included in the price. The price includes a connection to the electrical outlet and does not include a water connection.

1st Floor



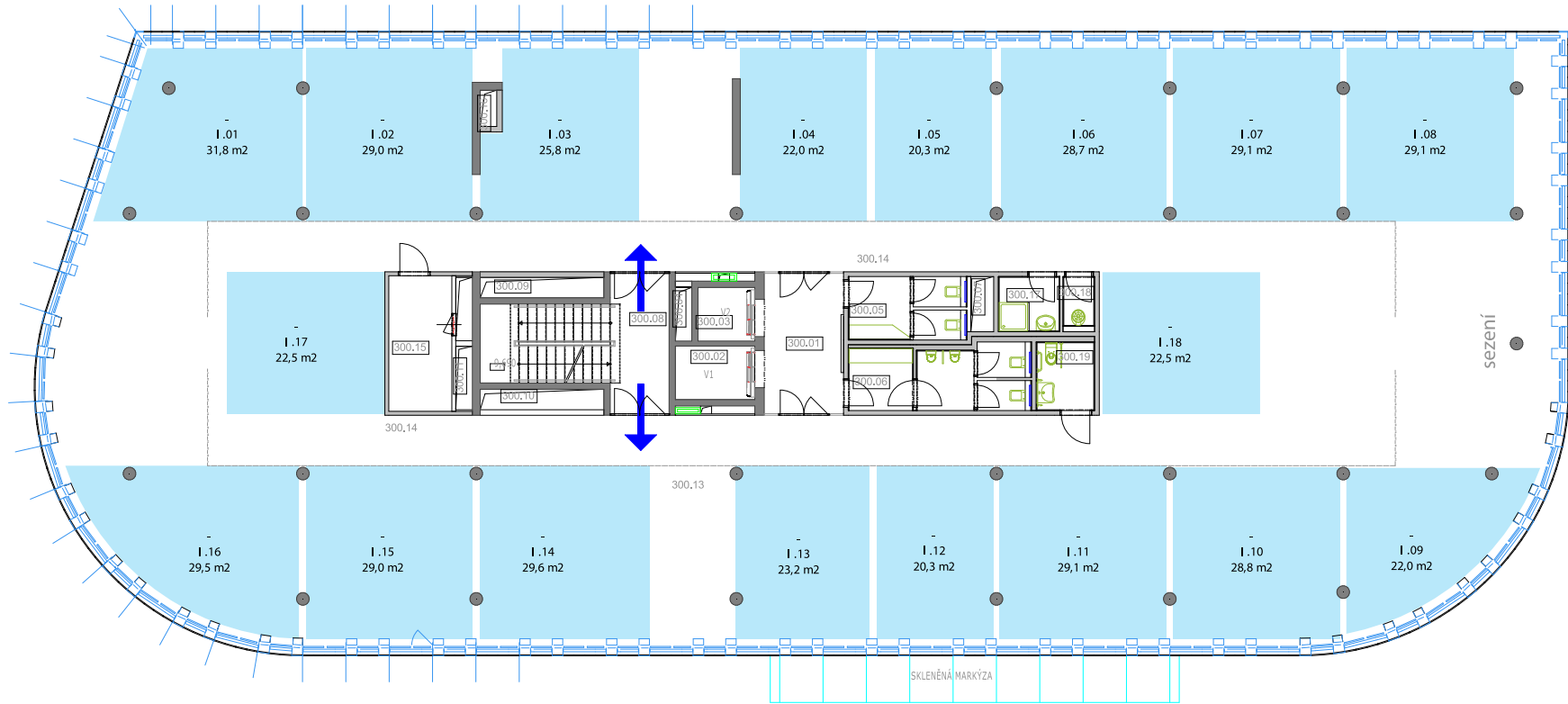
- Prostory Operatudia
- Vystavniprostory
- Gastro prostory

2nd Floor



- Prostory Operistudia
- Výstavníprostory
- Gastro prostory

3rd Floor



- Prostory Operátudia
- Výstavní prostory
- Gastro prostory

Participant fee includes:

- exhibition space in the Openstudio section (= designers, design studios, schools) in the building Bastion Florenc
- mentions in online materials - inclusion in the catalog available from the Designblok website
- 5 exhibitor passes for designers and design studios / 10 exhibitor passes for schools
- 1 invitation for two persons to Designblok's official opening
- 5 week-long passes to Designblok
- the option to buy Designblok tickets for guests, clients or partners before the event's beginning and at discount price

*Designblok supports up-and-coming designers in the form of a student discount of 20% from the participant fee - one must hand in a valid certificate of study before sending in the invoice. The exhibiting person must be a student during the festival's duration and must not be sharing their exhibition space with any other parties.

Promotion and other services:

We offer free space in the catalog of exhibited projects to all festival participants, the adoption of promotional photographs and press releases for Designblok's press center, PR services in the form of journalist networking, mentions in press releases and establishing contact with journalists, as well as promotions for the festival's footfall and as part of Designblok's accompanying print materials and online channels.

Above and beyond participation, we offer the following promotional services:

- [the exclusive promotion of you brand on social networks](#) with hundreds of thousands of hits from users interested in design from all around the world
- [attractive ad space on the designblok.cz website](#) (300 000+ hits during the festival) and the [Designblok newsletter](#) (with over 10 000 active contacts)
- [activity in the form of competitions for products and tickets](#)
- [PR services and consultations](#)
- [professional photo production of your installation](#)
- connecting the above-mentioned activities in the form of convenient packages, we garner maximum attention and impact for your brand during the festival and beyond

The price list for the marketing activities listed will be sent out after receiving confirmation of your participation in the festival.



Contact:

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The deadline for applications is 31 May 2024.