

**12<sup>th</sup> Annual Days of Design in Prague  
October 5–10, 2010**

# **Designblok '10**

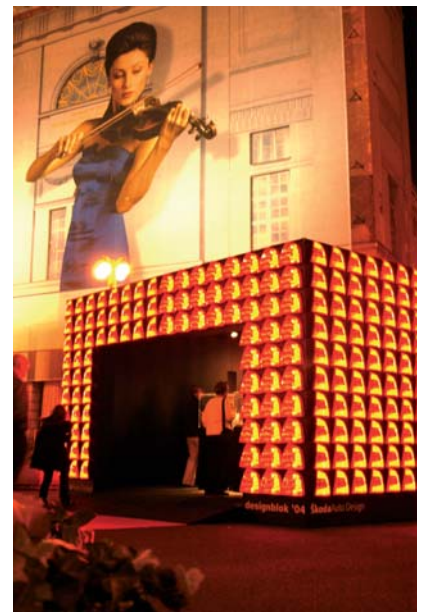
**An exhibition of contemporary furniture design,  
industrial design, interior accessories, lights,  
fashion, and jewelry.**

**Participation Conditions**

**Any legal entity or natural person whose activity is related to design and meets Designblok quality criteria can become participant in Designblok. Participation means a presentation registered in the Designblok programme booklet that takes place on one's own premises (showroom, boutique, gallery, etc.) or in a location rented by the participant or a presentation in the Designblok Superstudio.**



3DH



Škoda Auto



Vitra



Konsepti



mminterier

**Due date for participation application: May 31, 2010**

The binding participation order must be submitted by this date (see form).

Participants who apply for space in the Superstudio must complement their order with a description of the project they would like to present.

Should the participant fail to meet Designblok quality criteria or fail to pay the participation fee by the due date, the organizer reserves the right to exclude the participant from participation.

# 1. Companies (showrooms, manufacturers, distributors, advertising agencies, developer companies, entities from the service sectors)

## Participation Fees:

Designblok participation fee: CZK 40,000

Advantage fee for participants in the previous year: CZK 35,000

Advantage fee for entities applying for two years: CZK 30,000 per year (1<sup>st</sup> year CZK 40,000, 2<sup>nd</sup> year CZK 20,000)

## Participation Benefits:

### a) Presentation in Designblok printed booklets:

- presentation in the form of text and a photo in the Designblok Programme booklet – 1/3 page
- inclusion of a special event on the Den po dni (Day by Day) programme leaflet
- presentation and inclusion of a special event on the Designblok website
- the possibility of advantaged advertising in the Designblok programme booklet

### b) The possibility of presentation in the all-year Design Guide 2011 and presentation on the designguide.cz portal

- presentation in the form of text and a photo in the printed all-year Design Guide 2011– 1/4 page
- inclusion in the section of showrooms on the all-year designguide.cz portal
- the possibility of advantaged advertising in the printed issue of Design Guide 2011 and on the designguide.cz portal (see the Pricelist)

### c) Material benefits:

- 60 pcs of Designblok Programme booklet
- 50 pcs of the Den po dni (Day by Day) programme leaflet
- 20 pcs of Design Guide 2011
- 1 flag in the case of presentation on its own premises
- the possibility to include another address in the catalogue with an individual presentation for CZK 10,000;  
inclusion of another address in one presentation for CZK 5,000
- 2 VIP entries to the Designblok Superstudios
- 1 invitation card for 2 persons to Designblok official events (Opening ceremony, Design Market, and closing Design Lovers Party celebration)
- the possibility to order one-time entries for one's guests, clients, and partners for the subsidized price of CZK 100

## 2. Designer Studios and Cultural Institutions (designer studios, designers, architects, artists, cultural institutions, galleries, non-profit organizations, and schools)

### Participation Fees:

Participation fee: CZK 10,000

Advantaged participation fee for students of design: CZK 5,000

– Any person studying secondary school or at college/university during the course of Designblok 2010 is considered to be a student.

The advantaged participation fee does not apply to students participating in groups or associations with non-students.

When applying for the advantaged participation fee, one must submit documentation confirming one's studies.

– The advantaged participation fee is for designers and designer studios that present original design without specifying the manufacturer or products and prototypes designed for a specific manufacturer who also participates in Designblok. Should designers or designer studios present products designed for a specific manufacturer who do not participate in Designblok, conditions stipulated for manufacturers and showrooms will apply to them.

– The advantaged participation applies to galleries and institutions that present exhibition projects without a specific link to one manufacturer. Should galleries or institutions present products from a specific manufacturer, the conditions stipulated for manufacturers and showrooms will apply to them.

### Participation Benefits:

#### a) Presentation in Designblok printed booklets:

- presentation in the form of text and a photo in the Designblok Programme booklet – 1/3 page
- inclusion of a special event on the Den po dni (Day by Day) programme leaflet
- presentation on the Designblok website
- all-year presentation on the designguide.cz portal
- the possibility of advantaged advertising in the Designblok programme booklet

#### b) Presentation on the designguide.cz portal

- free presentation for one year
- the possibility of advantaged advertising in the printed issue of Design Guide 2011 and on the designguide.cz portal (see the Pricelist)

#### c) Material Benefits:

- 10pcs of Designblok Programme booklet
- 50pcs of the Den po dni Den po dni (Day by Day) programme leaflet
- 1 flag in the case of presentation on its own premises
- 1 invitation card for 2 persons to Designblok official events (Opening ceremony, Design Market, and closing Design Lovers Party celebration)
- the possibility to order one-time entries for one's guests, clients, and partners for the subsidized price of CZK 100

# Conditions for Presentation in the Superstudio

Any legal entity or natural person who meets Designblok participation criteria, has been assigned a Superstudio space in the selection procedure, and has paid both the participation fee and the fee for a Superstudio space in due time may present their installation in the Superstudio.



botas



Magis by 3DH



Bulb



Barrisol



Nike

### Project for the selection procedure related to Superstudio spaces

The project for the selection procedure must include a brief description of the installation and products that the applicant would like to exhibit in the Superstudio (ca 5-10 lines), complemented with photos or visuals of the product or installation. The description must include the designer's name and website where one can find their older work. The maximum extent of the project is 3 A4 pages. The project for the selection procedure must be submitted by May 31, 2010 to Profil Media s.r.o. office, Komunardů 32, 170 00 Praha 7.

### Fees for Space:

Fee for 1 module: CZK 10,000

Each module signifies an area of ca 10m<sup>2</sup>. Individual entities may order any number of modules at their discretion.

Exact dimensions of modules and the Superstudio division will be published on [www.designblok.cz](http://www.designblok.cz) by April 30, 2010.

## Designblok '10 – Schedule

May 31, 2010	– closing date for submitting orders for the participation in Designblok '10
May 31, 2010	– closing date for Designblok Superstudio projects
June 15, 2010	– announcement of the results of the selection procedure
June 30, 2010	– due date for the payment of inclusion in Designblok printed promotional materials (programme booklet, Design Guide 2011), as well as and payment for Superstudio space
	– closing date for submitting texts and photos for Designblok promotional booklets – Programme and Design Guide 2011
August 2, 2010	– closing date for submitting orders for advertising in the Designblok Programme booklet and printed issue of Design Guide 2011
August 10, 2010	– closing date for submitting advertising for the Designblok Programme and Design Guide 2011
September 27 – October 1, 2010	– collection of printed promotional materials, flags, and Superstudio entries in the organizer's office
October 4, 2010	– 12 <sup>th</sup> Annual Days of Design in Prague opening ceremony
October 5–10, 2010	– Designblok '10



Lucis



Preciosa



Timoure et group