

Specifics and pricelist

City

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

Participation in the city

City – own premises (premises are located outside the premises of the buildings Bastion Florenc, Prague Castle Riding Hall, Prague City Museum, Museum of Decorative Arts in Prague) - galleries, pop-up shops, shops and showrooms, or any other space that the subject chooses for its presentation. It is located primarily in Prague, but also in other cities of the Czech Republic.

Designblok is traditionally attended by dozens of galleries, exhibition spaces and showrooms all over Prague, [which prepare for visitors during Designblok programme and special events](#). Fashion brands, pop-up shops, jewellers and showrooms offer exhibitions in their own space, but also Prague art schools, which exhibit the work of their graduates and students. Museums that exhibit and collect design also participate. All participants are then part of the Designblok Map.

Participant application and tender

- 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](#).
- [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.

Pricelist / City

Price

Designers, design studios, school studios, non-profit organizations:

15 000 CZK + VAT

Companies, producers, shops:

30 000 CZK + VAT

Participant fee includes:

- exhibition space in the City section and at the Designblok Map
- mentions in online materials - inclusion in the catalog available from the Designblok website
- uniform marking of the exhibition place for easy identification of the participant
- 1 invitation for two persons to Designblok's official opening
- 4 week-long passes to Designblokk

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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