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26

Information for exhibitors  
and Price list

5.-11. 10. 2026  
Designblok

Exterior  
(Superstudio, Openstudio)  
National Gallery Prague –  
Trade Fair Palace

Dukelských Hrdinů 530/47, Prague

# Designblok

## Prague International Design Festival



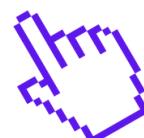


# Designblok Prague International Design Festival

What is the Designblok experience?

Exterior expositions

Designblok 2025 Aftermovie



# light

Light symbolizes understanding, truth, hope and life. This year, the festival will focus on the position and impact of design in society and explore ways in which it can help people thrive and offer solutions to contemporary socio-economic issues. Curated exhibitions, installations and discussions at the Designblok Stage and the accompanying program of the Designblok Talks conference will shed light on some of these practical and theoretical questions.

“The scholar John Amos Comenius thought light could lead people out of confusion and bring them to truth. He considered knowledge and enlightenment to be the greatest achievable

## The main theme of the 28th Designblok Prague International Design Festival is

goal, and we wish to explore the role of contemporary design in this context - is design able to make the world a better place? How does it benefit the development and quality of human lives? What new structures and drivers can it provide to help resolve some of the problems we are currently facing? These themes and topics will be addressed as part of our exhibitions, discussions and lectures as well as during the Designblok Talks conference. Fiat lux! - Let there be light!”

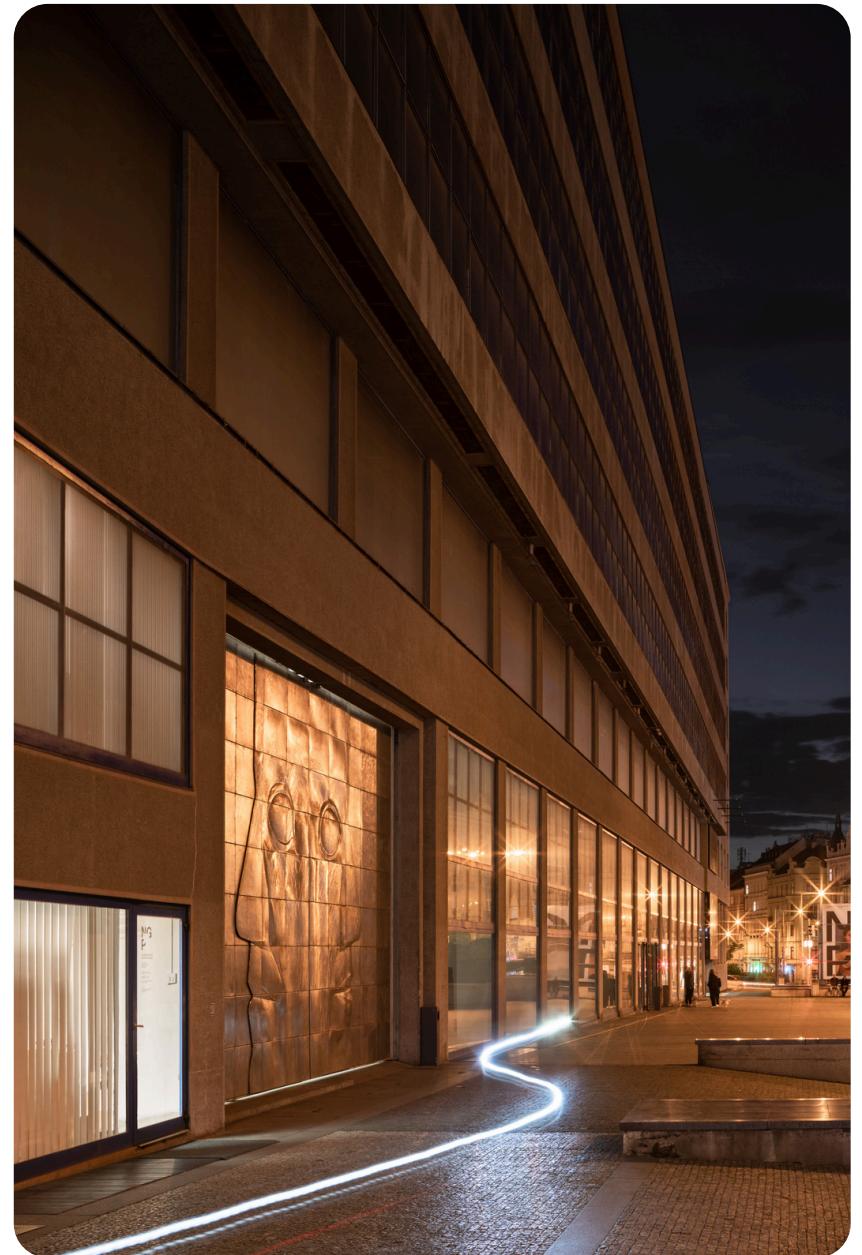
Jana Zielinski, Director of Designblok

- 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.
- Outside spaces at piazzeta in front of the NG Prague - Trade Fair Palace
- 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

Exterior, National Gallery Prague - Trade Fair Palace (Superstudio + Openstudio)



Exterior, National Gallery Prague – Trade Fair Palace (Superstudio + Openstudio)



Exterior, National Gallery Prague – Trade Fair Palace (Superstudio + Openstudio)

## 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.

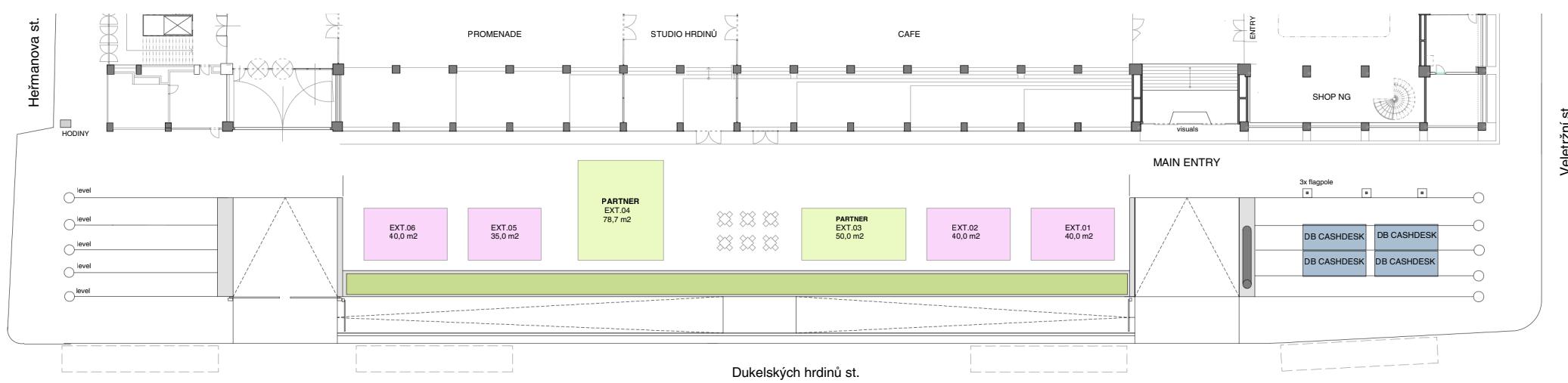
### → The selection process takes into account the following:

- collaboration with designers and architects on the products and the final exposition
- visualization and detailed description of the planned exhibition
- the brand's overall quality and public presentation (website, social networks, showroom, etc.)
- the presentation of other subjects as part of one's exposition is prohibited
- Viewings of the exhibition spaces will take place from March to May 2026. Registration is possible by prior arrangement with the project managers.

### → The deadline for submitting applications is 31 May 2026 at 23:59.

- The time of submission is not decisive; it is only important to meet the deadline.
- The applicants will receive notification of the decision by 30 June 2026 at the latest, along with information about their allocated exhibition space.
- Exhibition spaces are allocated according to the preferred size indicated in the application and the organizers' curatorial decision.
- The final dimensions of your exhibition space must comply with the dimensions of the allocated space, including the specified height. Failure to comply with these dimensions may result in contractual penalties; see the General Terms and Conditions.
- Useful tip: When designing your exhibition space, remember to include your own storage space.
- General terms and conditions can be found [here](#).
- Official suppliers and partners form an integral part of the festival. Confirmed exhibitors will receive an overview of available service options during the summer of 2026.

# Exterior, National Gallery Prague – Trade Fair Palace (Superstudio + Openstudio) Piazzetta in front of the Trade Fair Palace



SUPERSTUDIO	PRICE	OPENSTUDIO	PRICE
up to 20 m <sup>2</sup>	40 000 CZK	up to 20 m <sup>2</sup>	20 000 CZK
up to 30 m <sup>2</sup>	50 000 CZK	up to 30 m <sup>2</sup>	26 000 CZK
up to 40 m <sup>2</sup>	60 000 CZK	up to 40 m <sup>2</sup>	36 000 CZK
up to 100 m <sup>2</sup>	90 000 CZK	up to 100 m <sup>2</sup>	50 000 CZK
up to 200 m <sup>2</sup>	120 000 CZK	up to 200 m <sup>2</sup>	72 000 CZK

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



→ A tour of all festival venues and exhibitions before the event opens to the general public

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→ Intended for architects, designers, developers, curators, gallerists, journalists, and other professionals

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→ A great opportunity to invite your guests, clients, and business partners

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→ 5,000+ invited industry professionals

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→ 5 hours of networking into the evening hours

# Professionals' Day | Tuesday, 6 October



- The second annual conference for architects, designers, developers, and other professionals
- Lectures and moderated discussions with leading global figures in architecture and design (TBA)
- Unique, newly renovated space in the central hall of the Industrial Palace, Na Výstavišti
- Collaboration with Dezeen magazine and its CEO Ben Hobson, including presentations by Czech and international professionals

# Designblok Talks | Tuesday, 6 October

## The participant fee includes:

Exhibiting space in the Exterior section

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Listing in the Designblok website online catalog

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Inclusion of promotional photographs and press releases in the Designblok press kit, PR support

- including mentions in press releases, connections with journalists, and promotion via the navigation system, accompanying print materials, and Designblok online channels

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8x exhibitor pass for companies (Superstudio) / 5x exhibitor pass for companies (Openstudio)

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40x ticket to Professionals' Day for your guests, clients or partners (Superstudio) / 10x ticket to Professionals' Day (Openstudio)

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2x invitation for two persons to the Grand Opening (Superstudio) / 1x invitation for two persons to the Grand Opening (Openstudio)

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10x all-week festival pass (Superstudio) / 5x all-week festival pass (Openstudio)

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2x ticket for the Designblok Talks conference (Superstudio)

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The option to buy single-entry passes for your guests, clients or partners at discount price

\*In addition to the participation fee for exhibition space in the Exterior section, exhibitors may purchase a listing for their showroom or studio in the City section. This includes a year-round online catalog entry and a year-round showroom map on the Designblok website, as well as showroom marking with a sticker, at a discounted price of CZK 5,000 (standard price CZK 15,000).

## Extra PR services not included in the participant fee:

### Exclusive promotion on social media

- (83,500+ followers) with a reach of over 6.5 million and engagement with more than 1.1 million design-interested users worldwide (Instagram, Facebook, LinkedIn)

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### Attractive advertising space on designblok.cz

- (130,000+ unique users during the festival) and in the Designblok newsletter (12,000+ active subscribers)

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### Activation through competitions for products or tickets

### Professional photography of the exhibition stand

### Grouping the above-mentioned activities into advantageous packages

- to maximize visibility for your brand during and beyond the festival

The price list of additional marketing activities will be sent to exhibitors after their participation in the festival has been confirmed.

# Schedule

March–May 2026 | Viewings of exhibition spaces

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31 May 2026, by 11:59 p.m. | Application deadline

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30 June 2026 | Selection results announced

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July–August 2026 | Viewings of exhibition spaces

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15 July 2026 | Participation fee deadline

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31 July 2026 | Deadline for materials for the Designblok online catalog

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6 October 2026 | Designblok Talks conference ( morning) & Professionals' Day (afternoon)

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6 October 2026 | Grand Opening

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7–11 October 2026 | Designblok open to the public, Wednesday–Saturday: 10 a.m.–9 p.m., Sunday: 10 a.m.–7 p.m.

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8 October 2026 | Designblok Awards Ceremony

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Note: The installation and de-installation schedule for exhibition stands will be announced during the spring.

## Venue tours – Exterior

Wednesday March 4, 10 am

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Wednesday March 18, 10 am

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Wednesday April 15, 10 am

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Wednesday April 29, 10 am

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Wednesday May 13, 10 am

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If you are interested in any of the tours, please book in advance by email or phone.

The meeting point is always on the piazzeta in front of the building of Trade Fair Palace at 10 am,  
Dukelských Hrdinů 530/47.

The place is also accessible 24/7 as an open public space.

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26

Contact

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