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Information for exhibitors  
and Price list

5.-11. 10. 2026

Designblok

The City  
(Superstudio, Openstudio)

[www.designblok.cz](http://www.designblok.cz)

# Designblok Prague International Design Festival

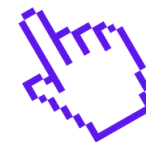




## Designblok Prague International Design Festival

What is the Designblok experience?

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**

## → The City:

- The city (stand-alone venues outside of Designblok's main exhibition spaces) = shops, showrooms, galleries, pop-up shops, or any other space which the subject chooses for their presentation
- Mostly located in Prague, but also other cities in Czechia
- Dozens of galleries, exhibition spaces, and showrooms across Prague / CZ have traditionally taken part in Designblok, preparing various programs and special events for visitors throughout the festival
- VVarious fashion brands, pop-up shops, jewelers and company showrooms present exhibitions in their own spaces, and Prague-based art schools exhibit the works of their students and graduates
- Museums which exhibit and collect design items also play a central part.
- All participants are included in the year-round web map and web catalog of Designblok and will receive a marker for their location from us

# The City (Superstudio, Openstudio)



The City (Superstudio + Openstudio)



The City (Superstudio + Openstudio)

## How to apply:

→ The selection process is based on the submitted **online application**. 

- A mandatory part of the application form is a presentation, which must include a description and visual references of the participating site and the planned programme at the site (lectures, conferences, new product release, etc.)

→ The selection process takes into account the following:

- collaboration with designers and architects on the products (exposition)
- visualization and description of the planned programme
- the brand's general quality and public presentation (website, social networks, showroom, etc.)

→ The deadline for submitting applications is **31 August 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 15 September 2026 at the latest, along with information about their allocated exhibition space.
- The final decision of participation is based on the organizers' curatorial decision
- General terms and conditions can be found [here](#).

	PRICE
Designers, design studios, school studios, non-profit organisations	15 000 CZK
Companies, producers, shops	35 000 CZK
Showroom accompanying the Designblok exhibition space	5 000 CZK

Prices are listed without VAT.



→ 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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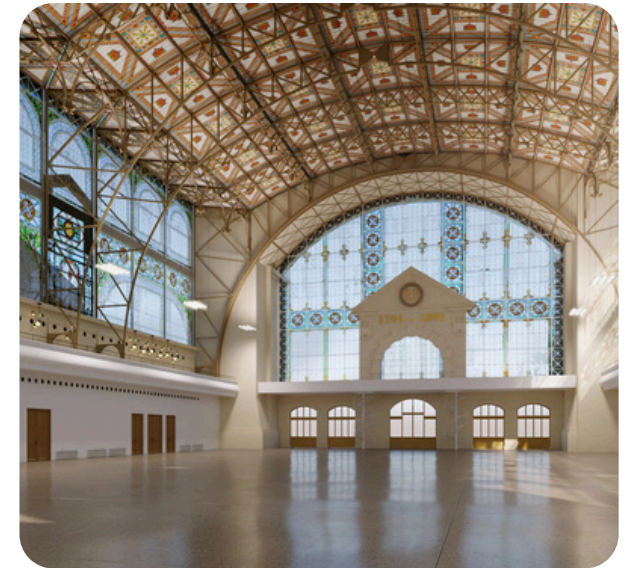
→ 5,000+ invited industry professionals

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→ 5 hours of networking into the evening hours

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# Professionals' Day | Tuesday, 6 October



→ The second annual conference for architects, designers, developers, and other professionals

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→ Lectures and moderated discussions with leading global figures in architecture and design (TBA)

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→ Unique, newly renovated space in the central hall of the Industrial Palace, Na Výstavišti

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→ 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:

Listing in the all-year catalog and map at Designblok's website

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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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Unified visual style for the exposition spaces facilitates easy identification by visitors

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1x invitation for two persons to the Grand Opening

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4x all-week festival pass

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1x ticket for the Designblok Talks conference

## 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

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### Professional photography of the exhibition stand

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### 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

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

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15 September 2026 | Selection results announced (at the latest, results are ongoing)

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30 September 2026 | Participation fee deadline

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30 September 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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The City (Superstudio + Openstudio)

## Contact

Project Manager  
for The City:

**Oskar Rejchrt**

[oskar.rejchrt@profilmedia.cz](mailto:oskar.rejchrt@profilmedia.cz)

+420 724 313 786

