

**des-  
ignblok**

**26**

Information for Exhibitors  
and Price List

5.-11. 10. 2026

Designblok

Openstudio  
National Gallery Prague –  
Trade Fair Palace

Dukelských Hrdinů 530/47, Prague

# Designblok Prague International Design Festival

fashion shows

48 000+  
visitors

established  
in 1999

200+  
exhibitors

product design  
and fashion

both  
professionals  
and general  
public

6 days

wide media  
coverage

designers  
and companies,  
studios & schools

curated  
exhibitions

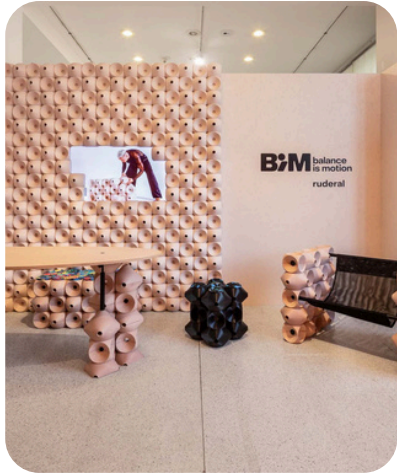
creative,  
professional  
and business  
platform

curators, gallerists,  
collectors, architects,  
journalists and design  
lovers

lectures and  
expert panels

500+ journalists  
from Czechia  
and abroad

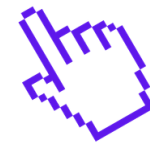
# Designblok Prague International Design Festival



What is the Designblok experience?

Openstudio expositions

Aftermovie Designblok 2025



# 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**

→ Openstudio:

an exhibition of designers and designer studios, prototypes, and limited-edition products made without the input of a commercial producer

- Return to the Trade Fair Palace, the functionalist seat of the National Gallery dating back to 1928
- Openstudio exhibition spaces: 3rd and 5th floors
- VIP Lounge on the 1st floor with a glazed view overlooking the Grand Hall
- Designblok lecture stage
- Partner exhibitions
- Monumental light installation by Maxim Velčovský in the Small Hall
- Food & beverage zone and relaxation area
- Outdoor exhibitions
- Children's zone

# Openstudio, National Gallery Prague – Trade Fair Palace



Openstudio, National Gallery Prague – Trade Fair Palace



Openstudio, National Gallery Prague – Trade Fair Palace

## 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.

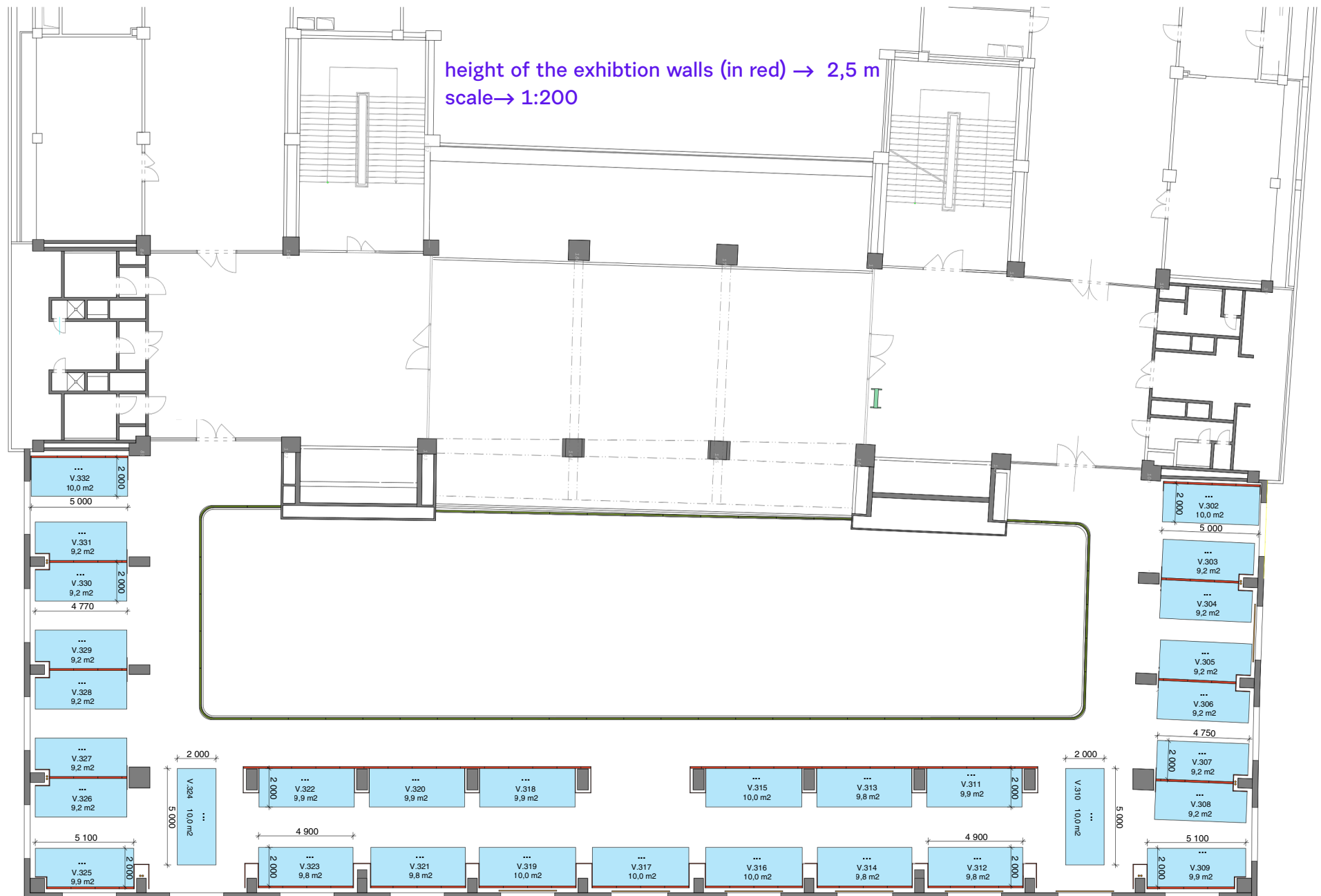
→ The selection process takes into account the following:

- 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.)
  - priority will be given to the premiere presentations of new products and prototypes
  - 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.

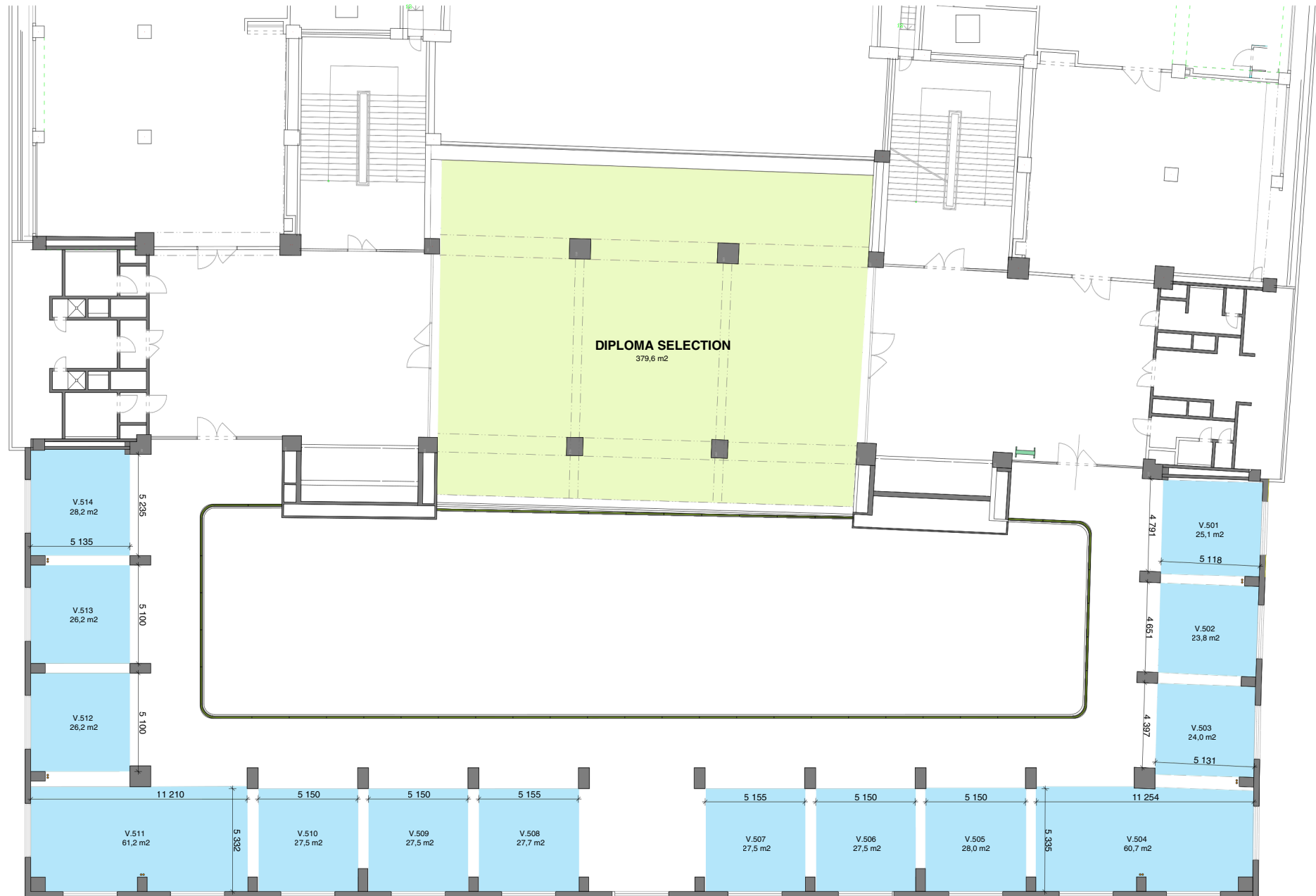
→ The deadline for submitting applications is **31 May 2026 at 23:59**.

- The 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.

# Openstudio, NGP Trade Fair Palace, 3rd Floor – space for designers



# Openstudio, NGP Trade Fair Palace, 5th Floor – space for schools



scale → 1:200

exhibition spaces are provided as open space - no dividing walls

## Price list

## Openstudio, National Gallery Prague – Trade Fair Palace

AREA	PRICE	AREA	PRICE	AREA	PRICE	AREA	PRICE
V.302	22 300 CZK	V.313	22 300 CZK	V.325	22 300 CZK	V.505	45 800 CZK
V.303	21 000 CZK	V.314	22 300 CZK	V.326	21 000 CZK	V.506	44 900 CZK
V.304	21 000 CZK	V.315	22 300 CZK	V.327	21 000 CZK	V.507	44 900 CZK
V.305	21 000 CZK	V.316	22 300 CZK	V.328	21 000 CZK	V.508	44 900 CZK
V.306	21 000 CZK	V.317	22 300 CZK	V.329	21 000 CZK	V.509	44 900 CZK
V.307	21 000 CZK	V.318	22 300 CZK	V.330	21 000 CZK	V.510	44 900 CZK
V.308	21 000 CZK	V.319	22 300 CZK	V.331	21 000 CZK	V.511	85 000 CZK
V.309	22 300 CZK	V.320	22 300 CZK	V.332	22 300 CZK	V.512	43 300 CZK
V.310	22 300 CZK	V.321	22 300 CZK	V.501	46 800 CZK	V.513	43 300 CZK
V.311	22 300 CZK	V.322	22 300 CZK	V.502	45 800 CZK	V.514	45 800 CZK
V.312	22 300 CZK	V.323	22 300 CZK	V.503	45 800 CZK		
		V.324	22 300 CZK	V.504	85 000 CZK		

Prices are listed excluding VAT, including electrical connection, and without water supply.



Interior of the Trade Fair Palace

## The participant fee includes:

Exhibition space in the Openstudio section at the National Gallery Prague – Trade Fair Palace

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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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5× exhibitor passes for designers and design studios

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10× Professionals' Day tickets for your guests, clients, or partners

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1× invitation for two to the Grand Opening

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5× all-week festival passes

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Option to purchase single-entry tickets for your guests, clients, or partners at a discounted price

\*Designblok supports young designers by offering a 20% student discount on the participation fee. Before the participation invoice is issued, a valid proof of student status must be provided. The exhibitor must be a student at the time of the festival and may not share their exhibition space with other entities.

\*In addition to the participation fee for exhibition space in the Openstudio 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

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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

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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5 October 2026 | VIP Preview (Riding Hall of Prague Castle)

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6 October 2026 | Professionals' Day

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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.



→ 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

## Previews of the exhibition spaces – Openstudio

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 for all tours is the piazzetta in front of the Trade Fair Palace building at 10:00 a.m., Dukelských hrdinů 530/47.

Openstudio, National Gallery Prague – Trade Fair Palace



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