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Information for exhibitors
and Price list

5.-11. 10. 2026
Designblok

Superstudio
National Gallery Prague -
Trade Fair Palace

Dukelských Hrdinů 530/47, Prague

Designblok

Prague International Design Festival



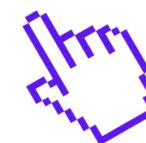


Designblok
Prague International
Design Festival

What is the Designblok experience?

Superstudio 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

- Return to the Trade Fair Palace, the functionalist seat of the National Gallery dating back to 1928
- Superstudio exhibition spaces: Grand Hall + Mezzanine (1st floor)
- 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 chill zone
- Outdoor exhibitions
- Children's zone

Superstudio, National Gallery Prague – Trade Fair Palace

Superstudio = exposition of companies and producers presenting products developed in collaboration with top-notch designers.



Superstudio, National Gallery Prague – Trade Fair Palace



Superstudio, 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.)
- 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.

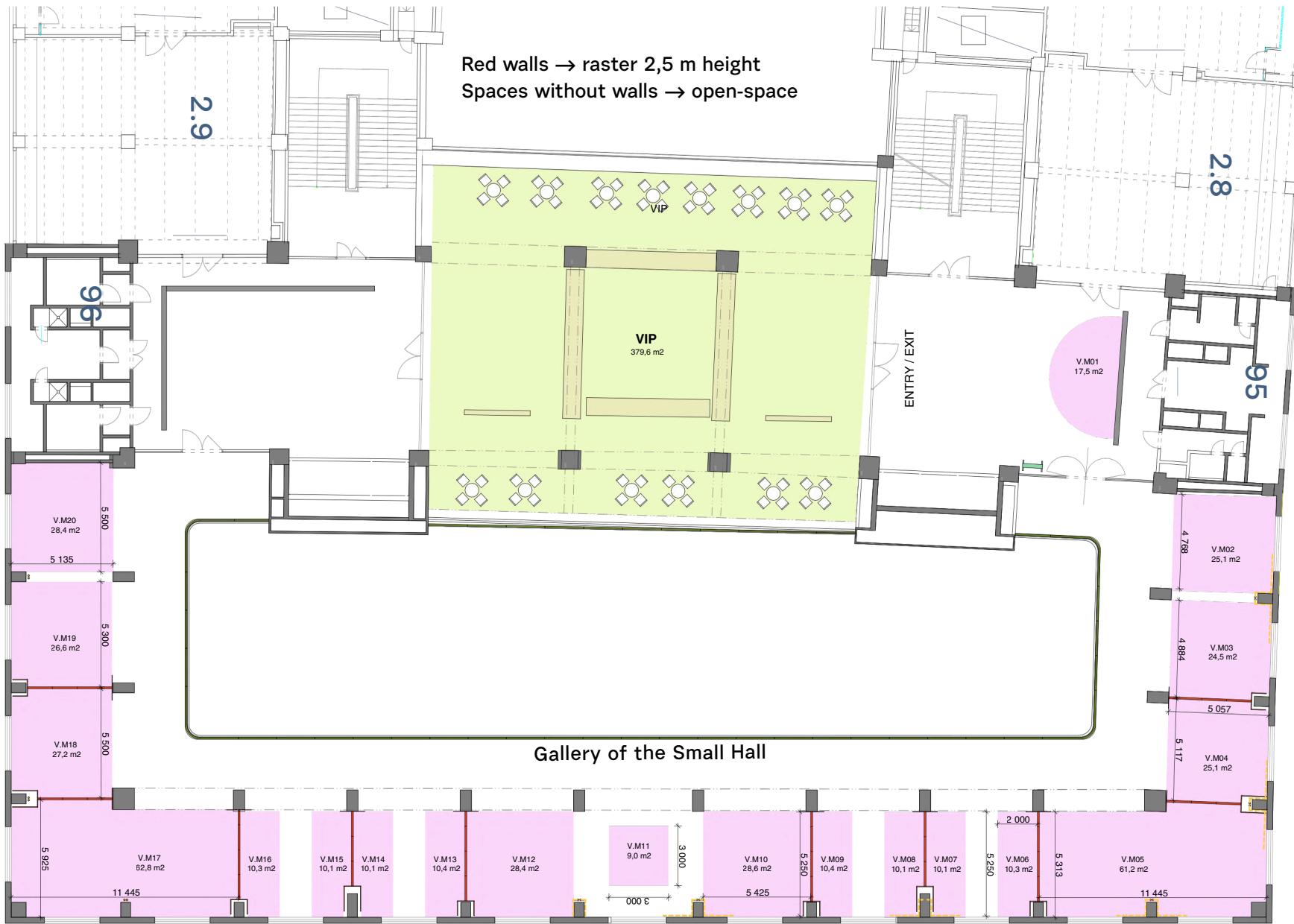
→ The deadline for submitting applications is 31 May 2026 at 23:59.

- 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.

Superstudio, National Gallery Prague – Trade Fair Palace, Grand Hall



Superstudio, National Gallery Prague – Trade Fair Palace, Mezzanine



scale: 1:200

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MEZZANINE (1ST FLOOR)

Price list

Superstudio, National Gallery Prague – Trade Fair Palace, Grand Hall

AREA	PRICE
V.P01	65 000 CZK
V.P02	70 000 CZK
V.P03	95 000 CZK
V.P04	95 000 CZK
V.P05	170 00 CZK
V.P06	45 000 CZK
V.P07	50 000 CZK
V.P08	45 000 CZK
V.P09	60 000 CZK
V.P10	45 000 CZK

AREA	PRICE
V.P011	75 000 CZK
V.P012	45 000 CZK
V.P013	65 000 CZK
V.P014	50 000 CZK
V.P015	50 000 CZK
V.P016	60 000 CZK
V.P017	60 000 CZK
V.P018	75 000 CZK
V.P019	75 000 CZK
V.P021	80 000 CZK

AREA	PRICE
V.P022	170 000 CZK
V.P025	125 000 CZK
V.P026	95 000 CZK
V.P027	95 000 CZK
V.P028	170 000 CZK
V.P030	95 000 CZK
V.P031	45 000 CZK
V.P032	50 000 CZK
V.P033	45 000 CZK
V.P034	70 000 CZK

AREA	PRICE
V.P035	45 000 CZK
V.P036	75 000 CZK
V.P037	45 000 CZK
V.P038	65 000 CZK

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

AREA	PRICE
V.M01	90 000 CZK
V.M02	75 000 CZK
V.M03	80 000 CZK
V.M04	80 000 CZK
V.M05	120 00 CZK
V.M06	45 000 CZK
V.M07	45 000 CZK
V.M08	45 000 CZK
V.M09	45 000 CZK
V.M10	80 000 CZK

AREA	PRICE
V.M11	45 000 CZK
V.M12	80 000 CZK
V.M13	45 000 CZK
V.M14	45 000 CZK
V.M15	45 000 CZK
V.M16	45 000 CZK
V.M17	120 00 CZK
V.M18	80 000 CZK
V.M19	80 000 CZK
V.M20	75 000 CZK

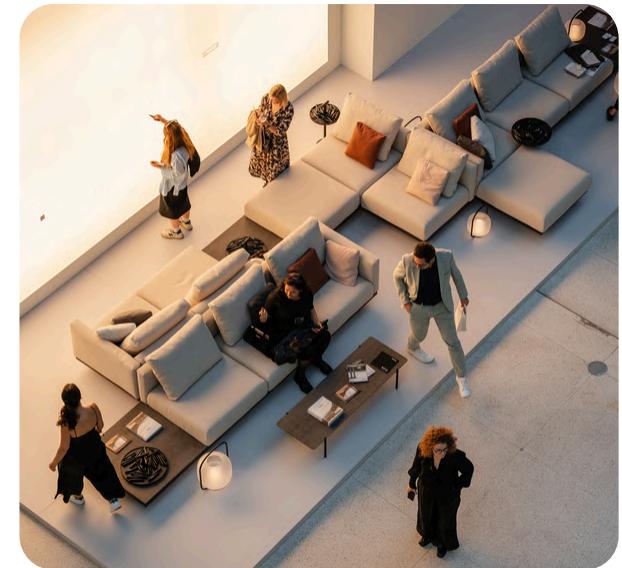
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Trade Fair Palace – Grand Hall



Trade Fair Palace – Mezzanine (1st floor)



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

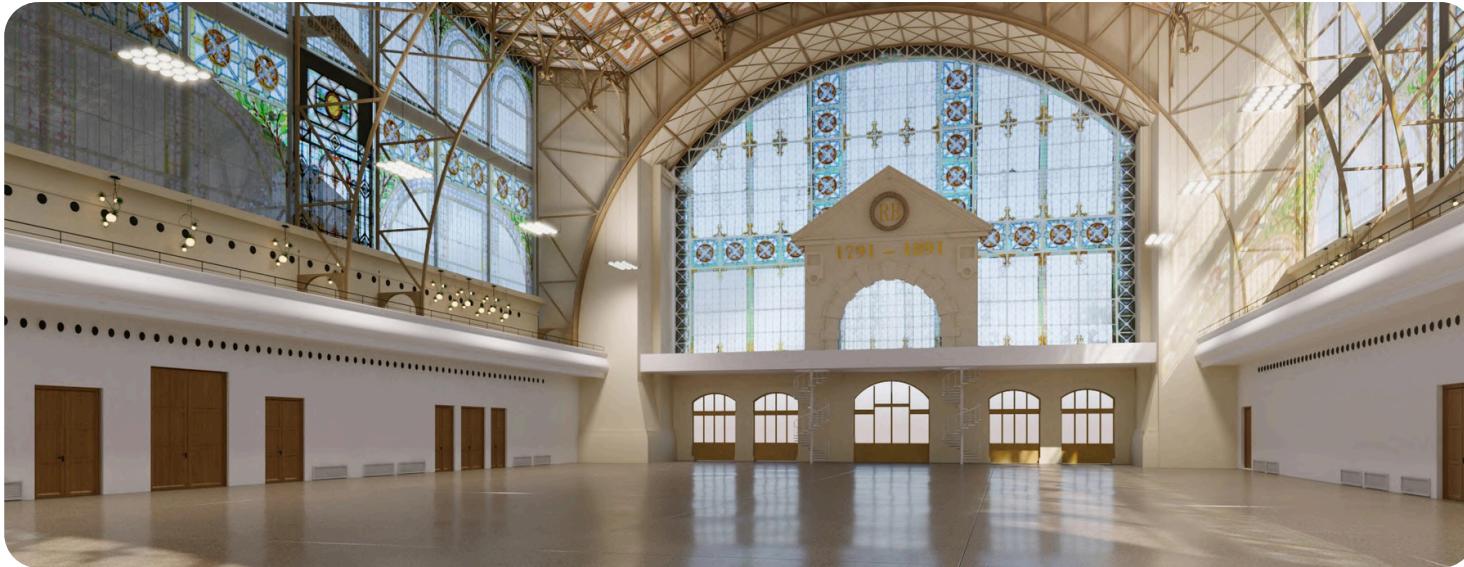
→ Intended for architects, designers, developers, curators, gallerists, journalists, and other professionals

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

→ 5,000+ invited industry professionals

→ 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



Designblok Talks

The participant fee includes:

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

- (Grand Hall or Mezzanine)

Listing in the Designblok website online catalog

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

8x exhibitor pass for companies

40x ticket to Professionals' Day for your guests, clients or partners

2x invitation for two persons to the Grand Opening

10x all-week festival pass

2x ticket for the Designblok Talks conference

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 Superstudio 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)

Attractive advertising space on designblok.cz

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

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

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

30 June 2026 | Selection results announced

July–August 2026 | Viewings of exhibition spaces

15 July 2026 | Participation fee deadline

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

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

6 October 2026 | Grand Opening

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

8 October 2026 | Designblok Awards Ceremony

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

Venue tours – Superstudio

Wednesday March 4, 10 am

Wednesday March 18, 10 am

Wednesday April 15, 10 am

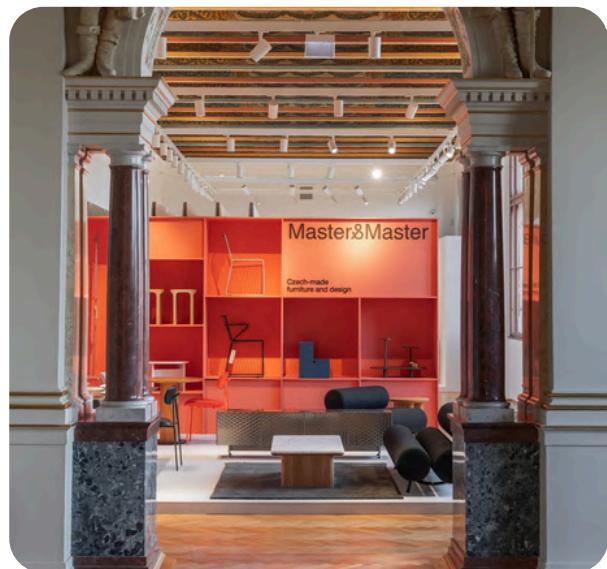
Wednesday April 29, 10 am

Wednesday May 13, 10 am

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.

Superstudio, National Gallery Prague – Trade Fair Palace



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Contact

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