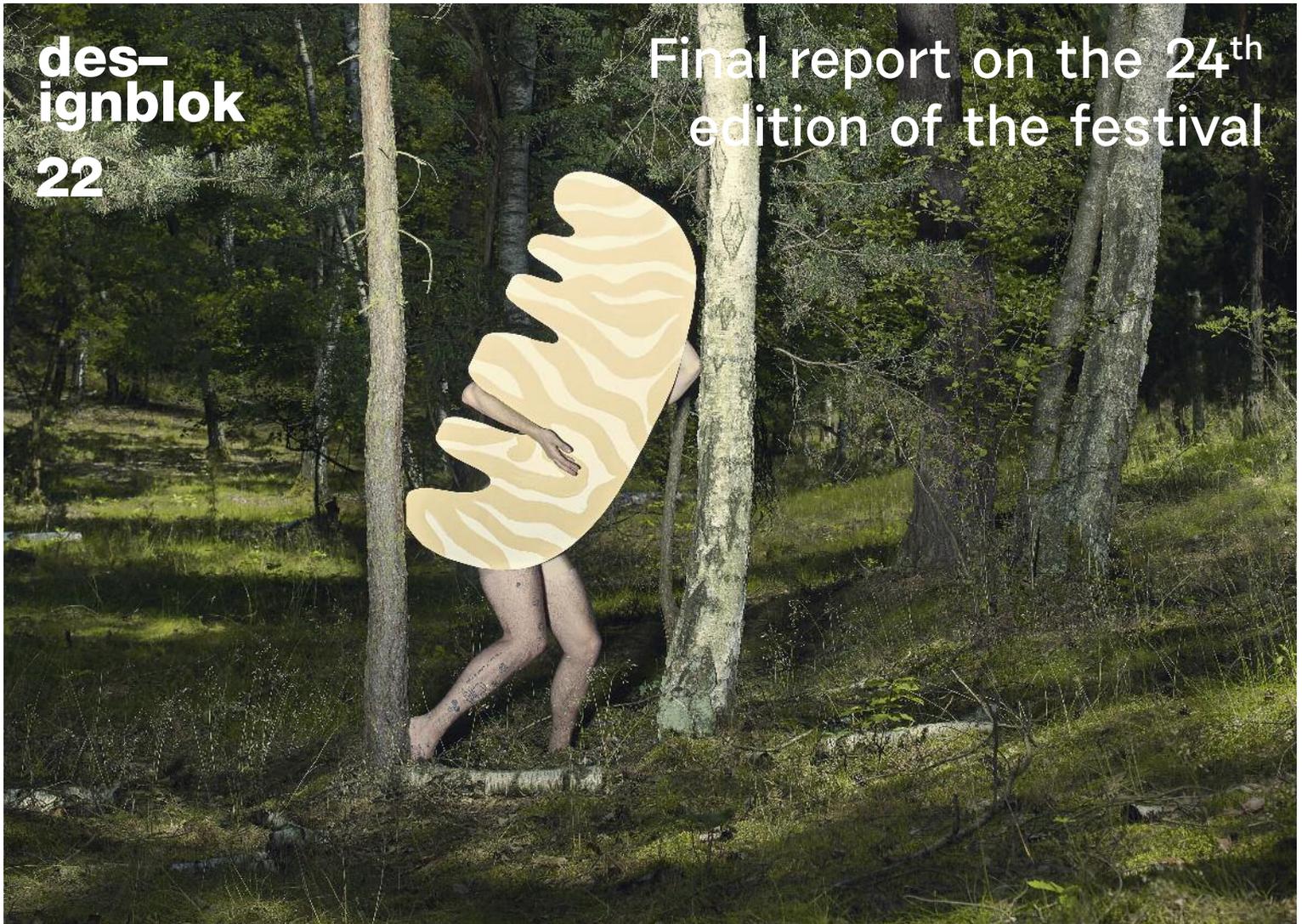


des-
ignblok
22

Final report on the 24th
edition of the festival



Designblok Prague International Design Festival

The Largest Central
European Design
and Fashion Show
5. - 9. 10. 2022

Thanks to Designblok, a large design forest has grown in Prague

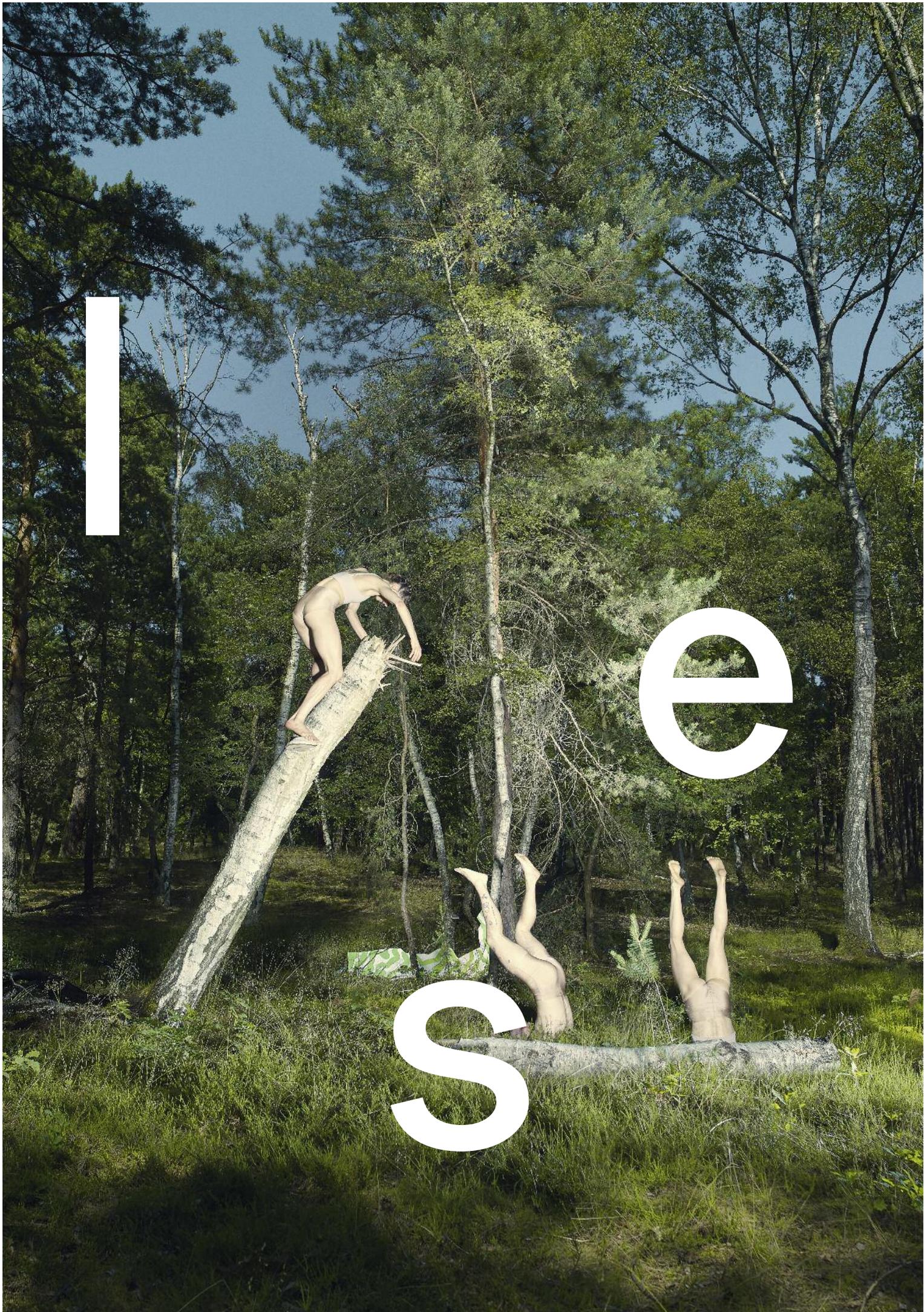
The twenty-fourth edition of Designblok, the largest Central European Design and Fashion Show, with the theme FOREST, took place from 5 to 9 October 2022 in two exhibition spaces: the Gabriel Loci in Holečkova Street and the Museum of Decorative Arts in Prague. Over two hundred exhibitors from well-established companies, brands, studios, independent artists, talented newcomers and international stars presented their new products. The rich programme also offered special exhibitions dedicated to Czech glass and porcelain, contemporary Ukrainian design, family business and progressive works by students. As part of the festival, many showrooms, shops and studios across Prague opened their doors to visitors.

Social events that accompany the festival every year have again been part of the programme and were attended by many distinguished international guests. The opening ceremony took place the day before the official beginning of the festival in the form of a dedicated tour afternoon for professionals and journalists and night openings at Gabriel Loci. A themed party hosted by Forbes magazine, a Collector's Meeting guided tour for international guests at the Museum of Decorative Arts, a reception at the Prague branch of the Goethe-Institut, and a networking brunch for international guests at the Winternitz Villa took place during the festival. A programme of lectures, organized in cooperation with the weekly magazine Reflex, took place to its full extent. On Saturday, fashion shows were held in the Sacre Coeur Chapel, culminating in the award ceremony at which awards were handed to the winners of Diploma Selection, an international talent competition. Each year, the best diploma projects in the field of product design and fashion in Europe are selected by Diploma Selection jury consisting of renowned international gallerists and curators: creative director Giulio Cappellini, gallerists Rossana Orlandi and Lina Kanafani, and curator Juliet Kinchin, among many others, could again come to Prague. The festival culminated on Sunday evening with the Designblok Awards Ceremony: awards were presented during an experiential gala dinner in the Sacre Coeur Chapel. The 24th edition of the Designblok Awards saw a new concept - a jury made up entirely of international design and architecture journalists, with jury president Anne-France Berthelon, who was in charge of the jury composition and voting process. Networking between visitors, exhibitors and international guests also continued at the themed Cirque parties in Prague's Groove Bar, held daily during the festival.

I

e

s



Forest as a source of life and inspiration

Every year, Designblok comes up with a different main theme, a red thread of the festival, which connects the visual design and the design of Designerie to the individual installations and the accompanying programme. After the theme Future in 2019, the focus on local production with the theme 'Passion' in 2020 and the encouraging theme 'Happiness' in 2021, the theme 'Forest' came next. This year, the festival and its participants focused on the use of natural materials, traditional Czech craft techniques and important and very pressing environmental issues.

“Forest is a source of life. Thanks to plants we can breathe, and greenery is the most natural enhancer of our everyday environment. Forest is also a source of materials – wood, soil, and sand – a temple where we can rest, a paradise for mushroom pickers, a source of inspiration for artists and DIYers, and a haunted and magical fairy tale place. The smell of forest, wet earth, leaves, needles, meadow flowers are a reason to keep ourselves going.”

Jana Zielinski, Designblok festival director

Designblok will plant a real forest

A real forest will be planted after the festival: Designblok joined forces with the project [Sázíme Česko](#), making it possible for visitors to contribute to the planting of Czech forests. Seedlings of trees that will be planted next year in the Czech Canada region near the villages of Český Rudolec, Dolní Cerekev and Pyšel pod Velkým Meziříčím could be purchased together with tickets on the [designblok.cz](#) website and at the festival in the Designblok Shop in Gabriel Loci.

Designerie by MY DVĚ studio

Each year, the design of the central installation, the [Designerie](#), is based on the festival's theme. This year, this task was entrusted to [Monika Matějková](#) and [Veronika Watzková](#) from [MY DVĚ](#) studio, who decided to use only recycled materials to transform the glass-panelled ambit of the former Gabriel Loci Monastery into a playful oasis inspired by mushrooms and mycelium. In Designerie, visitors could meet, enjoy a snack, contemplate and educate themselves.



“The instructions were to make Designerie playful. Veronika Watzková and her partner studied ecosystems and how trees communicate. This is where we drew inspiration. We started by researching how healthy forest functions, which is kind of the opposite of a monoculture forest, which man created and interferes in. We were interested in

the relationship between microcultures and how mycelium and fungi work, and then used the shapes of fungi and similar organisms in Designerie. There are more organisms and animals in one handful of soil than there are people on the planet, and we tried to unveil this microworld in our design. It was a great joy and challenge to do a project of this scale. The choice of materials was very important to us. We didn't want trucks of new boards to be transported and a single tree to fall for our installation. Therefore, we used recycled and donated material from companies that willingly joined the project. After the festival, part of the installation went to Veolia, a company that makes great effort to promote biodiversity.”

Monika Matějková, designer and author of this year's Designerie

Designerie also included the [Reflex Stage](#), which offered a daily series of lectures and discussions about design, architecture, fashion, marketing, ecology and other issues. Richard Hutten, a Dutch design star, spoke about circular design; the Academy of Applied Arts and Design in Prague discussed the issue of inclusivity; the [EARCH.cz](#) website drew attention to greenwashing in architecture; Jakub Berdych, Daniel Piršč and Maxim Velčovský reflected on the sustainability of Czech production; the [#HolkyzMarketingu](#) platform advised on efficient marketing for small brands; Victoria Yakusha, a successful Ukrainian designer and one of the prominent international guests, proved that culture is the lifeblood of a nation; and the [Sázíme Česko](#) platform spoke about the importance of forests in the time of climate crisis. To fell trees or not to fell trees? The future of Czech forests was discussed by Reflex weekly and professional loggers.

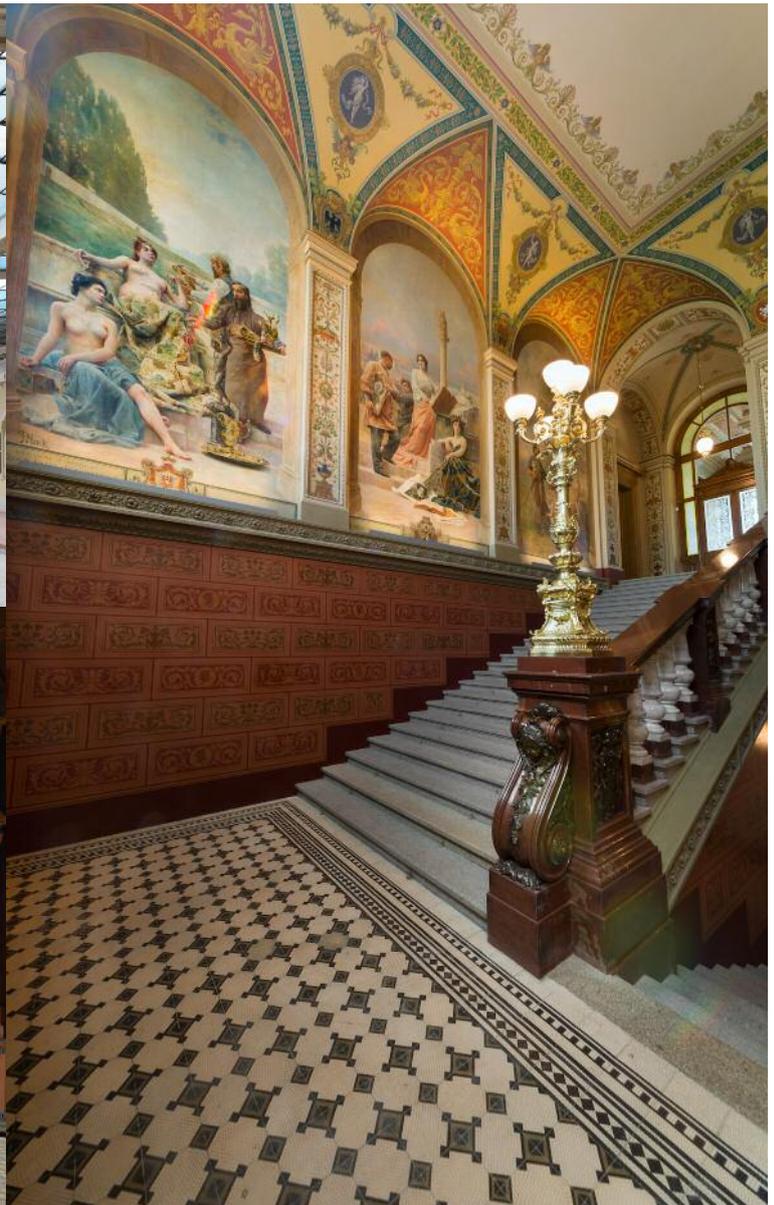


Fragments of the future *Designerie* also played a starring role in the [visual materials of this year's Designblok](#), alongside the real forest and human characters. Moments of symbiosis were captured by photographer Salim Issa under the creative direction of Jiří Macek. The author of graphic design is Martina Černá from Imagery studio.

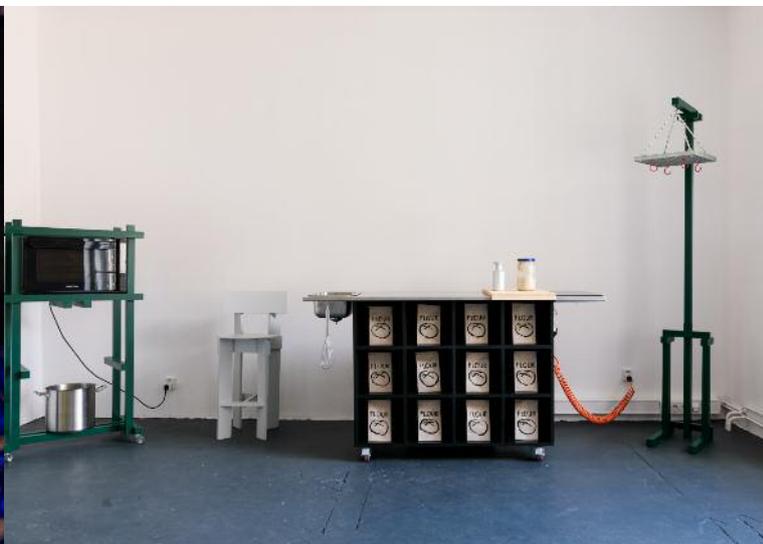
“We decided to take the wild segments of organic shapes and structures to the forest so that they could take on a life of their own. Human figures began to appear and disappear in their surroundings, just like wild animals. Their movements followed the gusts of the wind like the wind in the treetops, playing a passionate game evoking the close relationship between man and nature. Although we like to talk about the importance of nature conservation, ecology

and the necessary changes in our approach to the landscape, we often get the impression that this topic does not concern us personally. We agree that we love the forest, but do we see ourselves as part of it? Do we realise that as individuals we are an integral part of the ecosystem? In the visual design of this year's festival, we certainly do. And I believe that the same passion, energy and desire to explore ways to make the world a better place will be omnipresent at the 24th edition of Designblok.”

Jiří Macek, creative director of Designblok festival







Festival Stages

The twenty-fourth edition of Designblok took place in two main exhibition spaces: the Gabriel Loci in Holečkova Street and the Museum of Decorative Arts in Prague. This year, the festival again offered a comprehensive presentation of contemporary Czech and international design, fashion and jewellery in the now-traditional venues of Superstudio and Openstudio.

Fifty companies from all over Europe met in the [Superstudio](#) in Gabriel Loci: iconic international brands such as Vitra, Moroso and the Dutch studio Toer, alongside Czech manufacturers Johann Malle, Master & Master, TON and many others. The former convent also housed the heart of the festival – the Designerie – and a special exhibition promoting contemporary Ukrainian design.

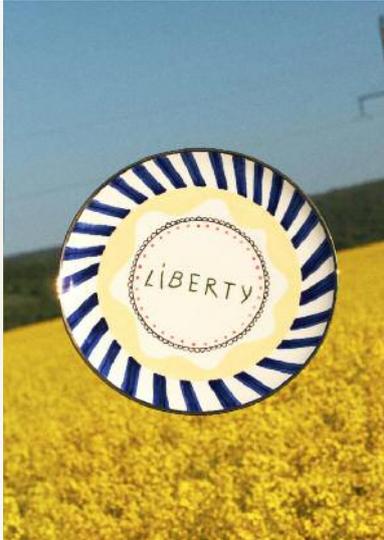
[Openstudio](#) presented a comprehensive review of contemporary Czech design. Over a hundred installations and pop-ups by independent artists at Gabriel Loci were accompanied by twenty contemporary designers, who demonstrated the use of traditional technologies and crafts in a new way in the second location of Openstudio – the Museum of Decorative Arts in Prague. The neo-Renaissance building also hosted the [Art House](#) exhibition of collector's design in the form of an artistic intervention into Vojtěch Lanna's historic glass collection, a special exhibition [Terra Alba – the New Wave of Czech Porcelain](#), organised on the occasion of the Czech Presidency of the Council of the European Union, and the [Family Silver](#) exhibition presenting twelve successful family businesses, created in collaboration with Forbes magazine.

The fashion shows by the finalists of the international [Diploma Selection](#) competition, the Diploma Selection awards ceremony and the gala dinner held on the occasion of the Designblok Awards took place in the [Sacre Coeur Chapel](#).

The programme of this year's Designblok also included [22 galleries, showrooms, studios and shops](#) located in the city centre that organized special events, parties and launches of new collections and products for visitors.

Special Exhibitions Glory to Ukraine!

Seven progressive Ukrainian designers and studios presented their work at this year's Designblok under the slogan 'Glory to Ukraine!'. In the selection curated by the IHOR studio, co-founded by Ihor Sabadosh, a Czech designer with Ukrainian roots, brands [Gunia Project](#), [Gushka Wool](#), [OLK manufactory / Oksana Levchenya](#), [RE:QUIET](#), [Seri/graph studio](#), and [Sergey Zhernov](#) presented their work in Gabriel Loci. Their common denominator is their original approach to the creative process, values strongly anchored in traditions, crafts and environmentally responsible production, and their relentless courage to continue working despite the difficult circumstances.



“We created the project ‘Glory to Ukraine!’ after carefully considering what is the best way to help Ukrainian designers affected by the war unleashed by Russia over half a year ago.

In cooperation with IHOR, we invited seven design studios and brands to Designblok and provided them with a dedicated space for their presentations. This enabled them to attract the attention of the media, global gallerists, curators and manufacturers coming to the festival and move their careers forward. Thanks to our festival partners we could support Ukrainian designers also financially: we offered each of the exhibitors 600 euros to cover the costs associated with the transport and the installation. We believe that helping specific designers, whom we could bring to Prague in cooperation with the Embassy of Ukraine in Prague, is the most efficient way to contribute to the protection and preservation of contemporary Ukrainian design.”

Jana Zielinski, Designblok festival director

This year's Designblok offered an exclusive view of the work of one of the main protagonists of contemporary Ukrainian design, [Victoria Yakusha](#) and her brand [FAINA](#). Yakusha's designs were shown for the first time in the Czech Republic in an independent installation in the Church of the Annunciation at Gabriel Loci. The artist exhibited her designs of ceramic vases Hlyna, concrete lamps Soniah, sofa Plyn from her author collection for the FAINA brand, but also her latest designs of the Sluhach lights, which she designed for the Czech manufacturer of lights and glass accessories, Lasvit.

“The participation of the Ukrainian studio [FAINA](#) at this year's Designblok was a symbolic support of Ukraine and a unique opportunity to

get acquainted with the work of the leading designer and founder of FAINA, Victoria Yakusha in the captivating environment of the Church of the Annunciation in the Gabriel Loci premises. FAINA furniture and accessories demonstrate the unprecedented – they combine traditional craftsmanship and contemporary design into an attractive whole. The cultural heritage of Ukraine is transformed by FAINA into an up-to-date product made of the patented, environmentally friendly Ztista material. Knowing that the Sluhach light, designed for the Czech company Lasvit, had its Czech premiere here, is the true icing on the cake.”

Eva Slunečková, curator of the FAINA installation and head of the Czech edition of ELLE Decoration magazine

The Ukrainian exhibition at the 24th Designblok was held under the auspices of the Embassy of Ukraine in the Czech Republic.

“The slogan 'Glory to Ukraine!' has become the national brand of Ukraine. It symbolises Ukrainian courage, freedom, creativity and unbridled energy, which is obvious at first sight, whether we are talking about Ukraine's armed struggle against Russian occupiers or culture. We always reach for the slogan 'Glory to Ukraine!' whenever we are threatened, and that is why I see great symbolic value in the

Ukrainian exhibition being called this at this year's Designblok. Ukrainian applied art is threatened by Russian aggression, but the artists do not lose the energy and freedom with which they can captivate the world. This was the first comprehensive Ukrainian exhibition at the largest Central European design festival, and I hope it is the beginning of a new tradition of presenting Ukrainian designers in the Czech Republic.”

Vitalij Usatyj, chargé d'affaires of the Embassy of Ukraine in Prague

Accommodation for the designers and representatives of Ukrainian brands for the duration of Designblok in Diplomat Prague and Andel's Prague hotels was kindly offered by the Vienna House Group.

This year's Designblok also welcomed a representative of the Ukrainian press. Venya Brykalin, Fashion Director of Vogue UA magazine, accepted our invitation to join the jury of the international Diploma Selection competition. Since the beginning of the Russian aggression, Ukrainian Vogue has served as a strong opinion platform reflecting current events.

“It was exciting to see so many young talented people together and get to know what topics today's generation is dealing with. I discovered several artists, whose professional journey I will follow closely. It is wonderful and touching to see how much Designblok has done to support Ukrainian authors and that the festival didn't do so only to encourage their creative expression, but also to keep traditional Ukrainian crafts alive.”

Venya Brykalin, member of Diploma Selection jury, fashion director of Vogue UA

Terra Alba – the New Wave of Czech Porcelain



Terra Alba - the New Wave of Czech Porcelain – another main exhibition of this year's Designblok – presented a summary of the most interesting porcelain objects created during the past 20 years as well as very recent works. The curated selection by art historian Radek Wohlmuth displayed in the unorthodox setting designed by Maxim Velčovský was shown on the 2nd floor of the Museum of Decorative Arts.

Over twenty-five authors brought together in this exhibition create a fragmented, yet mutually compatible picture of the medium of porcelain. They also present a complex report of our everyday life in which – among other things – issues such as ecology, sustainability, inclusion, and the pandemic resonate. Let's not forget that contemporary porcelain is also a catalyst for emotions and a way of communication for its authors. This said, some works reach an almost existential dimension and are basically pieces of art.

Radek Wolhmuth, art theoretician and Terra Alba exhibition curator

The exhibition was organized on the occasion of the Czech presidency of the Council of the European Union. After Designblok it was moved in collaboration with the Moravian Gallery to the Museum of Applied Arts in Brno, where it is open to the public until 29 January 2023.

Family Silver

The Museum of Decorative Arts also followed up on last year's success with the Family Silver exhibition, organized in cooperation with Forbes magazine. The presentation of twelve successful family-owned companies – Brokis, Dílna Šesták, Kaplan Nábytek, Kozel Fenestra, Le bon, MOW, Qubus, ROBOT by Bohematic, Tkalcovna Kubák, USSPA, Vasky, Wuders – told the stories of the rescue of old factories and artisan workshops as well as the success of established brands that were built from scratch in the past decades.



Art House

What design objects would the prominent Czech businessman, patron and co-founder of the Museum of Decorative Arts in Prague Vojtěch Lanna Jr. collect today? This year's Art House offered an answer to this question. Led by curator Danica Kovářová, contemporary designers intervened in the Collector: Lanna's Glass Collection exhibition at the Museum of Decorative Arts in Prague.

“By clashing contemporary cultures and juxtaposing artefacts, we didn’t want to parasitise on Lanna’s collection, but rather to draw attention to parallels and to what has already been achieved in the history of glass. We also wanted to show what degree of perfection various techniques of processing reached in the past: it was often a degree contemporary makers and designers can only dream of. This can be a surprising discovery for many viewers. It is great that the Art House exhibition enabled us to draw attention to Lanna’s collection at the Museum of Decorative Arts in Prague and attract people who wouldn’t be interested in it under different circumstances. This unique collection and its founder Vojtěch Lanna certainly deserve it!”

Danica Kovářová, curator



Erste Premier Talent Cards

Designblok's long-term mission to highlight the talents of the youngest generation has materialized in the Erste Premier Talent Cards installation at the Museum of Decorative Arts in Prague. At the twenty-fourth edition of Designblok - in cooperation with the general partner Erste Premier - students [Kateřina Kulková](#), [Valeriya Kovtun](#), [Markéta Špundová](#) and [Karolína Vorlíková](#) were given the opportunity to present their work.

Visitors

The number of visitors to the twenty-fourth edition of Designblok reached again the numbers of the pre-pandemic years. A total of [34,124 visitors and registered VIP guests](#) visited the main exhibition spaces - Gabriel Loci and the Museum of Decorative Arts - during the five days of the festival. In addition to design professionals, teachers, architects and other creative professions, the general public and international tourists, Designblok again attracted thousands of pupils and students from schools and educational institutions from all over the Czech Republic as well as a large number of international guests from Europe, Asia and other parts of the world.

International Guests

After a hiatus of two pandemic years, international guests returned to Prague. Exhibitors included product design legend [Richard Hutten](#), the leading Dutch [studio Toer](#), the progressive Polish duo [Chmara.Rosinke](#) who focus on experimental furniture concepts, and [Alessio Ramundo](#) with a collection made of recycled plastic. The jury of the Designblok and Diploma Selection awards included leading figures of global design, such as art director [Giulio Cappellini](#), gallerist [Rossana Orlandi](#), director of the Museum of Decorative Arts in Hamburg [Tulga Beyerle](#), London-based curator [Lina Kanafani](#), member of the organizing team of Milan's Salone del Mobile [Annalisa Rosso](#), curator of New York's MoMA [Juliet Kinchin](#) and many others. The number of representatives from the fashion sector was not lacking behind: Prague welcomed [Luca Casarotto Romer](#) from Bulgari jewellery house, [Matthias Schneider](#) from Louis Vuitton, [Venya Brykalin](#), fashion director of Ukrainian Vogue, and the renowned Parisian stylist [James Valeri](#). The international delegation was complemented by journalists, buyers and creative consultants coming to Prague from all over the world.

“I am impressed and fascinated by the beauty, harmony and professional organisation of Designblok. I appreciate that I can belong to this ‘Czech design family’.”

Stephan Hammel, curator and design consultant



“What I appreciate the most about Designblok is the strong representation of young authors. If you go to similar fairs in Budapest, Vienna or Berlin, you will see that the percentage of young designers and fresh ideas that make it almost to the point of production, is really exceptional at this festival. My colleagues –

international journalists – were really impressed by how many talents Designblok shows.”

Eva Slunečková, curator of the FAINA installation and head of the Czech edition of the ELLE Decoration magazine

“It is a great pleasure to be back in Prague and I am very happy to say that each edition of Designblok is better and never ceases to surprise me. This time, too, I have discovered exciting installations and beautiful products that I have ordered for my Milan gallery. Designblok is an exceptional event with a quality organization. I keep my fingers crossed and look forward to seeing you next year.”

Rossana Orlandi, gallerist, Spazio Rossana Orlandi, Milan

“This is my first visit, and I am impressed by how fresh, energetic and youthful the design show is. It reminds me of London a few years ago – students, teachers and makers meet, network and support each other. Designblok is a source of innovative perspectives and contemporary aesthetic language.”

Anne-France Berthelon, president of the Designblok 2022 Awards jury, design critic, freelance journalist and creative consultant

Diploma Selection

International competition Diploma Selection couldn't be missing at the 24th edition of Designblok! The festival, in cooperation with the [EUNIC Cluster CR](#) (European Union National Institutes for Culture, a grouping of national cultural institutes of the European Union), awards works by the most talented European graduates in the field of product and fashion design. The winners of the eighth edition were announced on Saturday 8 October by a jury of international curators, gallerists, editors and other professionals during a gala evening in the Sacre Coeur Chapel. Matthias Gschwendtner won in the product design category; among fashion collections, the jury was most impressed by the collection of Caoimhe Dowling. Thirty finalists presenting their works this year were selected from a [record number of 171 applications from 47 schools and 13 countries](#), including many final-year students from Czech universities.



“In times of crisis, it is more necessary than ever to promote international dialogue and creative cooperation. Diploma Selection is

a platform that carries this tendency forward. It enables students to show their talents while being an international forum for inspiration and the exchange of experience. EUNIC Cluster Prague is a proud partner of this excellent programme organised as part of the Designblok festival, this year in cooperation with the Swiss Embassy in the Czech Republic and the Embassy of the State of Israel. In addition, this year's Diploma Selection reception was dedicated to Ukrainian designers, thus expressing our support.”

Luisa Rath, director of the Cultural Programme for Central and Eastern Europe at the Goethe-Institut Czech Republic, a member of EUNIC Cluster Prague

This year's Diploma Selection jury consisted of long-standing members such as renowned creative director Giulio Cappellini and famous Milan gallerist Rossana Orlandi, but also a number of new faces from different parts of the world and industries. Annalisa Rosso, co-founder of Mr. Lawrence Studio and member of the organizing team of the Salone del Mobile festival, Matthias Schneider from Louis Vuitton, Luca Casarotto Romer from Bulgari and Venya Brykalin, fashion director of Vogue Ukraine, and others have accepted the invitation to Prague.

Matthias Gschwendtner, a graduate of the Universität der Künste in Berlin, won in the product design category. His work *New Sources* is a case study using residual materials from the wood industry to produce household furniture using a combination of 3D scanning, computer-aided design and robotic manufacturing. Unprocessed birch branches are first 3D scanned and then virtually processed by algorithms that continuously recalculate all the production data for each individual part of a given piece of furniture. Due to the irregularity of the material, each object becomes a unique piece, even though it is mass-produced.

“The *New Sources* diploma work is a demonstration of an intelligent

manufacturing process that results in an aesthetically valuable product. It is not just an anonymous chair, but a unique piece that honours the beauty of nature and its ornaments. In eight years of its existence, the Diploma Selection competition has earned a strong international reputation. Universities and students consider it a reliable platform for evaluating the concept and quality of diploma theses, as well as an opportunity to get on the radar of important design and art professionals from all over the world.”

Tulga Beyerle, curator at Museum für Kunst und Gewerbe Hamburg and head of the Diploma Selection 2022 professional jury



The second place went to [Johan Pertl](#) from AAAD in Prague, whose diploma project Monumentality discusses the eponymous concept, i.e., how people perceive monumentality. The author also applies its elements to the sculptural design. The two objects are made of melted crystal glass and red marble. These constellations aim to evoke in the viewer emotions associated with feelings of threat and imbalance, while the author explores the limit of functionality through these objects. The use of rough quarried stone brings about a moment of uniqueness.

Third place was awarded to the diploma project Volta by [Marie Radke](#), a graduate of the Universität der Künste, Berlin. Radke dedicated her work to an everyday object – an electricity socket. During the coronavirus crisis and the associated pressure for digitalisation, home office work has gained in importance. While improvised solutions of several sockets under a desk or a sofa force us to constantly bend and stretch, Volta makes power supply considerably easier, thus becoming a project with mass production potential.

The international fashion jury was most impressed by the show of [Caoimhe Dowling](#) from the Royal Danish Academy of Arts. The artist conceived her Turning Blue collection as a reflection on how society felt after the pandemic and how to look for opportunities for change in cynicism and disillusionment.

“I studied historical movements like Kibbo Kift and punk and searched for inspiration on how we could dig ourselves out of the rubble and reconnect with ancient values we have lost. In the midst of a materialistic and disconnected society, I wanted to make use of natural resources and traditional craft processes to subvert the norm. I achieved this by adapting tailoring techniques for classic patterns such as traditional herringbone and broderie anglaise to reflect our current context and dream of a brighter future.”

Caoimhe Dowling, author of the winning collection

Second place was awarded to Charging The Self, a collection by [Matylda Kwiatkowska](#) from the Academy of Arts in Warsaw. Her collection tells the story of an imaginary place where we can experience deep peace, harmony, contentment and fulfilment, and where we can be spontaneous and free. Third place was awarded to [Denzel Veerkamp](#) from the Willem de Kooning Academy, the Netherlands. His collection The Rebound Parley collection is a critical look at the personal experience of being a "mixed-race" person in the post-colonial Netherlands, along with a manifestation of disapproval of the destructive fashion industry. In protest against the misuse of textiles, the collection is entirely made of items collected from consumers in collaboration with Leger des Heils (Salvation Army).



“Many fashion collections reflected on important environmental issues and the years associated with the pandemic. The pandemic forced designers to pause and look for inspiration within their own world. The authors often drew on their personal stories and fantasies, making the collections very intimate, fantastical, and even escapist. On behalf of the entire jury, I would like to thank the organizers of the Designblok festival for their effort to bring together authors from different cultures and backgrounds, allowing them to demonstrate the power of cultural interaction and a hopeful future.”

Venya Brykalin, fashion director of Vogue UA and a Diploma Selection 2022 jury member

Winners in both categories will receive a financial prize of 1,000 euros and the opportunity to have their own presentation as the next edition of the festival.

Professional Juries of Diploma Selection 2022

Product: Tulga Beyerle, Director, Museum für Kunst und Gewerbe Hamburg (D); Giulio Cappellini, Art Director, Cappellini (IT); Stephan Hamel, Design Consultant (IT); Agnieszka Jacobson, Art Director, School of Form, Poznań and Dean of the Faculty of Design, SWPS University (PL); Lina Kanafani, curator and gallerist, MINT London (UK); Juliet Kinchin, curator (USA/GB); François Leblanc, design consultant (F); Gilles Massé, curator, FrankBros (IT); Rossana Orlandi, gallerist, Spazio Rossana Orlandi Milano (IT); Annalisa Rosso, co-founder of Mr. Lawrence studio and Editorial Director of Salone del Mobile digital project (IT); Eva Slunečková, freelance journalist and head of ELLE Decoration issue (CZ)

Fashion: Andrea Běhounková, editor-in-chief, Vogue CS (CZ); Venya Brykalin, Fashion Director, VOGUE UA (UA); Luca Casarotto Romer, Brand Editorial Strategy manager, Bulgari (IT); Mariette Hoitink, owner of HTNK agency, co-founder of House of Denim Foundation and founder of Lichting (NL); Aleksandra Jatczak-Repeć, fashion editor and lecturer at the Academy of Fine

Arts in Warsaw (PL); [Danica Kovářová](#), curator (CZ); [Jan Králíček](#), creative director, journalist, Vogue CS (CZ); [Anna Nosková](#), Head of Forbes Life (CZ); [Philippe Pourhashemi](#), Journalist and Fashion Consultant (BE); [Matthias Schneider](#), Fashion Show Jewelry Design Manager, LOUIS VUITTON (FR/DE); [Noémie Schwaller](#), Fashion Editor and Deputy Editor-in-Chief of Textile Revue and Lecturer at Schweizerische Textilschule (CH); [James Valeri](#), Fashion Director of Exhibition Magazine, Co-Founder of Document Journal, Creative Director and Stylist (IT/UK)

Designblok Awards

The twenty-fourth edition of Designblok concluded with the Designblok Awards ceremony on Sunday 9 October held at a gala dinner in the Sacre Coeur Chapel. For the first time, exceptional projects and installations in eight categories – Best School Presentation, Furniture, Light Design, Home Accessories, Designer and Manufacturer Installation, Sustainable Design and Grand Prix (Award for Outstanding Achievement) – were selected by an independent jury composed entirely of international experts. The Grand Prix went to glass artist Lada Semecká, while the Veolia Award for Sustainable Design was awarded to the new NOVA VITA studio.

The Designblok Awards (formerly the Editors-in-Chief Awards) have undergone several changes in their history and debuted at this year's festival with a completely new concept: a jury composed entirely of international editors, curators and professionals from the field of design and architecture, headed by President Anne-France Berthelon, who was responsible for the composition of the jury and the voting process. The aim of the awards is to highlight the most outstanding achievements among hundreds of exhibitors in predefined categories each year. Starting with 2021, the Designblok Awards also include a special [Veolia Award for Sustainable Design](#) which has its own expert jury.

[The Award for Outstanding Achievement – Grand Prix](#) was awarded to glass artist Lada Semecká.





Lada Semecká is a multi-spatial poet. She proves this in the slabs of sintered glass and in the selection of glass objects displayed behind the windows in Gabriel Loci, but mainly in the way in which she balances the controlled process of creation with the element of chance. She starts with defining clear parameters for her objects, but the firing process is left to chance. This intimate overlapping of glass plates can paradoxically remind us of the merging of layers in Photoshop. Lada's ordinary green glasses are objects deserving admiration not only for their high proportion of handwork but also for the patterns transposed onto the glass using a highly skilled and controlled hand-engraving technique. Her intimately crafted pieces walk the line between art and design, are a celebration of imperfection and show signs of formal restraint and purity that the jury found very convincing. Semecká's techniques may be ancestral, yet they do not feel dated. The artist's style is characterised by poetic exploration of materials and a careful, almost Japanese-like handling of proportions, proving that art, design and craft do not have to compete with each other, but can instead merge naturally.

Anne-France Berthelon, president of the Designblok 2022 Awards jury,
design critic, freelance journalist and creative consultant

The Veolia Award for the best sustainable design project went to the young studio NOVA VITA. The project by designers Ivana Linderová and Dagmar Zvoníčková Fredholm is dedicated to the development of new textures and materials made from recycled resources such as used plastic, tetrapak, sawdust or various recycled concrete fillers. Product collections are tailor-made for individual clients, which is the authors' way of avoiding redundant production. The winners receive a financial prize of 50,000 CZK and free participation at Designblok 2023.

“Activities related to ecological transformation have been Veolia’s priority for years and we are proud to support projects that have sustainability at their core. We are delighted to award the Veolia Sustainable Design Award for the second time at this year's Designblok and appreciate designers who adhere to these principles and values. I believe that our collaboration will last for many years to come. It makes a lot of sense to us to support artists and we are also pleased to see that a growing number of designs increasingly focuses on sustainability.”

Eva Kučerová, Marketing and Communication Director for Central and Eastern Europe, Veolia Group

Awards 2022:

List of nominations and winning projects

Best School Presentation:

Nominated: ČVUT FA – Department of Design, SUTNARKA, VOŠ Scholastika

Winner: ČVUT FA – Department of Design

Best Furniture:

Nominated: Chmara.Rosinke / OFIS collection, Master & Master / Roxor Chair (design Jiří Pelcl), Nanovo / T2407 Chair

Winner: Chmara.Rosinke / OFIS collection

Best Light Design:

Nominated: BROKIS / Prisma collection (design Lucie Koldová), KOMBO / new collection Kombo (collaboration of Anna Jožová and Vlastimil Šenkýř), Richard Hutten / Wheel and Tray lights for Japth

Winner: Richard Hutten / Wheel and Tray light for Japth

Best Home Accessories:

Nominated: Clap Design / broom and dustpan (design Herrmann & Coufal), Tomáš Kučera / Ceremony (Art House) collection, TOTEMO

Winner: Clap Design / broom and dustpan (design Herrmann & Coufal)

Best Installation of a Designer:

Nominated: Hidden Factory, Jiří Krejčířík for FUTURO, Monotropa

Winner: Jiří Krejčířík for FUTURO

Best Installation of a Manufacturer:

Nominated: Johann Malle / design Jan Plecháč, Lockers / design Vrtiška & Žák and Jitka Šemberová, RAVAK / design Vrtiška & Žák

Winner: RAVAK / design Vrtiška & Žák

Veolia Award for the Best Sustainable Design Project:

Nominated: BRO., MY DVĚ / design of Designerie, NOVA VITA

Winner: NOVA VITA

Grand Prix (Award for an Outstanding Achievement):

Lada Semecká

Designblok Awards 2022 Expert Jury

Andrew Ayers, design and architecture critic, editor of PIN-UP magazine, freelance editor of Architectural Record, L'Architecture d'aujourd'hui, Detail and Architectural Review (GB); Anne-France Berthelon, President of the jury of the Designblok 2022 Awards, design critic, freelance journalist and creative consultant (FR); Ana Dominguez, freelance journalist, editor and curator in the field of design (ES); Vanessa Chenaie, editor-in-chief of IDEAT magazine (FR); Barbara Minetto, General Manager, Magis (IT)

Veolia Sustainable Design Award 2022 Expert Jury

Marlene Bruch, designer and co-founder of GREENDESIGNS_ and PIZZycle (DE); Eva Kučerová, Marketing and Communication Director at Veolia for Central and Eastern Europe (CZ); Tereza Urban, editor and design project partner, CZECHDESIGN (CZ); Maria Nina Václavková, designer, winner of the Veolia Sustainable Design Award 2021 with her project Balance is Motion (CZ)

Media Campaign

The twenty-fourth edition of Designblok addressed a wide range of target groups in a multi-channel communication campaign. The campaign included printed advertising in the most widely read Prague and national media, an online banner campaign and an intensive social media campaign. A significant component of the campaign was television spots in the prime time of five channels of Czech Television, the general media partner of Designblok, and radio spots on Radio 1. During September and October, visuals were displayed in Prague in a variety of outdoor spaces: CLV carriers, LED screens, posters and other formats. The Aerofilms cinema network also invited visitors to this year's Designblok through an advertising slide before each screening.

This year, the General Media Partner was again the [Czech Television](#). The Main Media partners were servers and magazines [CZECHDESIGN](#), [Dolce Vita](#), [ELLE](#), [Forbes](#) and [Reflex](#). Other media partners of Designblok included social and professional magazines, such as [ARCHITECT+](#), [ART ANTIQUES](#), [EARCH.cz](#), [ELLE Decoration](#), [Marianne Bydlení](#) a [Radio 1](#).

This year, the new Main International Media Partner was the prestigious [British server Dezeen](#). Dezeen is globally the most popular and influential magazine on architecture and design. With three million readers around the world and 11 million website views per month, Dezeen is one of the 5,000 most popular websites in the world (according to the evaluation of ranking company Alexa). Other international media partners include professional titles [Atrium](#), [Designum](#), [SaB](#) and [TOP Fashion](#).

A media campaign in cooperation with the Czech daily [Deník N](#), a [podcast series created in cooperation with Forbes magazine](#) and the [participation of international DAAily portals](#) (Architonic, ArchDaily, Designboom) were all new this year.

Printed materials with information about the programme and locations of the event were published as part of Designblok. These included a leaflet with general information about the festival, a map of the exhibition spaces, a brochure dedicated to the international Diploma Selection competition and a catalogue for the Terra Alba exhibition.

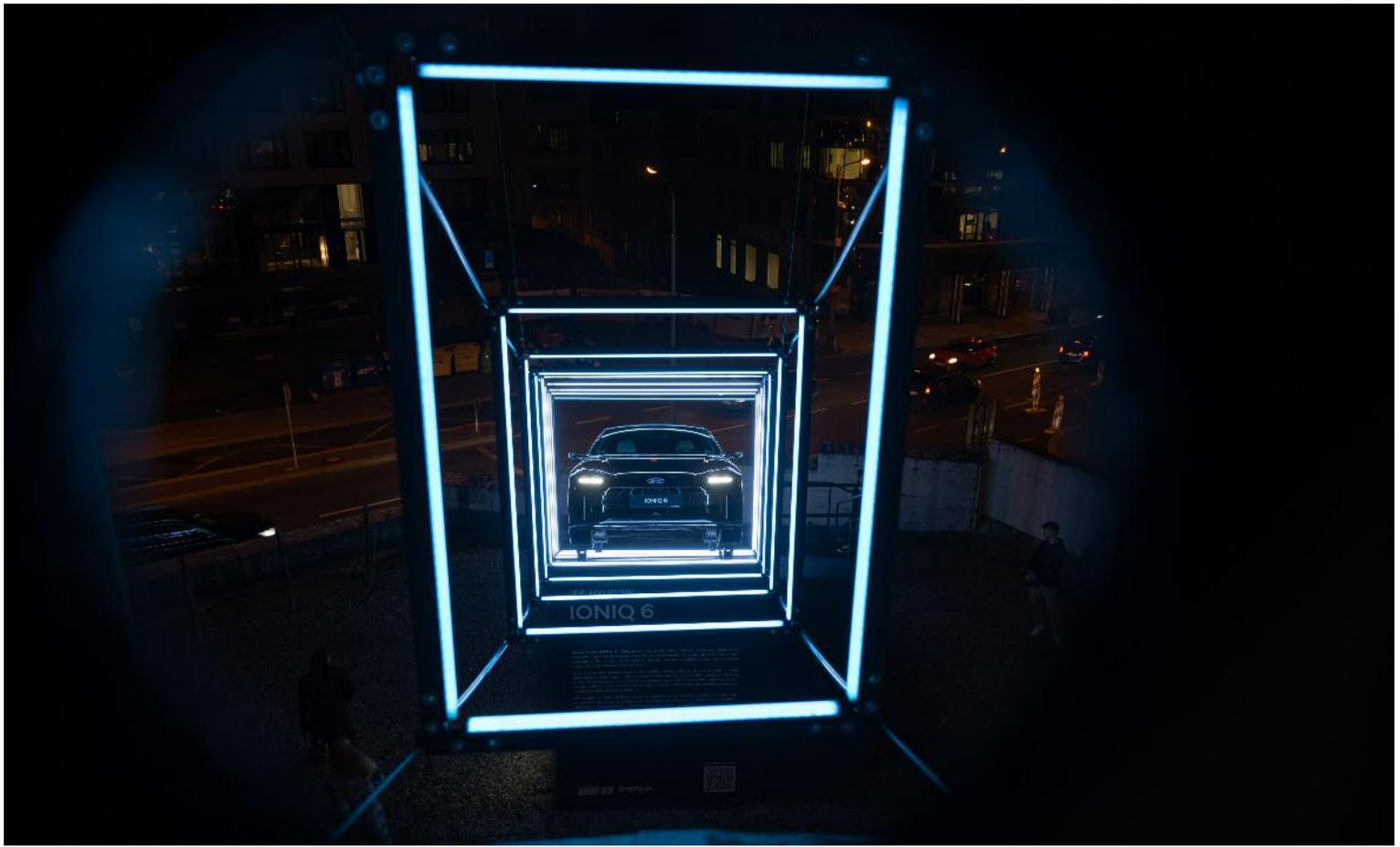
This year, our printed programme catalogue was replaced by a new, easy-to-navigate and fully responsive website [designblok.cz](#), where visitors could find a list of all exhibitors, detailed information about festival locations, exhibitions and side programme.

Exhibitors

-P3L1-
27JEWELRY
A.U.U.
Agáta Seeháková
Alca
Alessio Ramundo
Alexmonhart
AMPLLA
Anežka Juhová
Anna Jožová
Anna Rauferová
Anna Schwitzer
AP7
ARCHITECT+ & ART ANTIQUES
Ateliér Interaktivní design /
SUTNARKA
Barbora Opátová
Barbora Sika
Betoni
blueberries
Bold studio by Markéta Kratochvílová
BOMMA Atelier
Brezina
BRIK a.s.
BRO.
BROKIS
BuBo
BUDU
Buffet
Clap Design
ČVUT FA - ÚSTAV DESIGNU
Dana Bezděková jewellery
Daniela Vrabcová Chodilová
Danil Rekhtin, David Vagner, Tomáš
Formánek
David Valner
Dávid Valovič
Deelive
DECHEM
Design nábytku a interiéru /
SUTNARKA
DEVOTO
Dick Wolf
Dílna Šesták
Dolce Vita
Dominika Kozáková
Dominika Petrtýlová
DSC Gallery
Durch duo
EGOÉ
Eliška Lhotská jewellery
ELLE/ELLE Decoration
emil taschka
EUROPAPIER-BOHEMIA
Fakulta multimediálních komunikací,
Zlín
Fakulta umění a designu UJEP
ferdinand.
Fernando Echeverria Shoes&Bags
Fiberized ! interactive fiber room
Filip Krampla
Fleysen
Forbes Česko
Formdesign
František Jungvirt
FUD EMBASSY
Gunia Project
Gushka Wool
Hana Zárubová
Harangi Sound by Vanta
Hidden Factory
Hugo chodí bos
hülsta
Chmara.Rosinke
ICE Industrial Services a.s.
IHOR
IKEA Česká republika, s.r.o.
IMRECZEOVA
In August Company
Instalace Tady se to může stát
Jan Čapek
JANA ROLLO
Janja Prokić
JANOŠÍK OKNA-DVEŘE

Javorina
Jessika Hoffmeister
Jiří Krejčířík for FUTURO
Johan Pertl
Johann Malle
JOSEFINA BAKOŠOVÁ
KAKAO x ODIVI
Kaplan nábytek
Karolína Vorlíková
Kateřina Kulková
Keramička DUC works /
Brother & Duck
KOMBO studio
KONSEPTI
KOZEL FENESTRA s.r.o.
Kristýna Malovaná
Kunsthalle Praha
Kupsiposed.
Laboratoř Svět bez kouře
Lada Semecká, Petr Lada
Lappa studio
Lasvit
LD Seating
Le bon
Lenka Kerlická
LOCKERS
Ľubomír Ontkóc, Martina Hudečková
Luisa Bělohlávková
M&T Manufacture 1997
Maria Kobelova
Mariana Berec
Markéta Špundová
Master & Master
Matyáš Barák
Mayda & Spradka
Mi fashion label
Mikolášková & Drobná
MILIMU
Monika Martykánová
Monotropa
Moravská galerie v Brně
MOW
Nacity
Nakladatelství Meander
Nastassia Aleinikava studio
Nic novýho
Nonna Lorenz
NOVA VITA
Nové proměny bydlení
nozomi.5x5x5
OFICINA / Mouvo Machine
OLK Manufactory / Oksana Levchenya
Ones Concept
OOPS.
Optiqa
Panoply - radosti z papíru
PÁR
Pauline Hagan
PBG Studio
Petra Ptáčková & Daniela Danielis
Pirsc Porcelain
PLANETA KAMPUS
POLSTRIN DESIGN s.r.o.
PORIGAMI
Preciosa Master of Crystal
PROLICHT CZECH s.r.o.
Qubus
Qubus
Rap
RAVAK
RE:QUIET
Reflex
Richard Hutten
ROBOT by Bohematic
Samsung Electronics
SAPELI
Sára Kordová
Scent Roche
Segra.Segra
Sergey Zhernov
Seri/graph studio
Silky Gang
SITUS furniture s.r.o.
Smilebox
SMYSSLY Cosmetics
Soolista
Soolista for Nautis
Space of Space
Střední škola designu interiéru Liberec
Studio Svitna

STUDIO TOER /
ve spolupráci BULB & MOOOI
STUDIOMOOD
STUDIOMOOD Showroom Karlín
Štefan Sekáč S.E.X.Á.Č
Tereza Váchová a studio MUUN
Thee...
Tititi
Tkalcovna Kubák
Todus
Tomáš Kučera
TON
TOTEMO
Truhlářství Tadeáš + IHOR
Tyformy
Tyna Sousedik
UMPRUM
UMPRUM (Galerie UM)
USSPA
UTB / FMK /
Ateliér Průmyslový design
Valeriya Kovtun
Vasky
verzone
VH Architects & Prague Boats
Vitra
Vlastimil Šenkýř
VOIX Audio & Cinema
VOŠ Scholastika
VŠVU, KUÚ, SKLO a KERAMIKA
wo-men
Wuders
yrnche
Zdeněk Vacek
zeitgeist.limited



Partners

We appreciate the support of our partners thanks to whom we can introduce established and new designers and manufacturers. Cooperation with companies, foundations and public organisations creates a creative space in which we can offer support to students and new designers, as well as the possibility to organize unique curated exhibitions by leading Czech and international designers and architects. Partners of our projects created many opportunities that helped new designer stars to be born. We cooperate, support and create together across different fields to bring design closer to everyone.

The 24th edition of Designblok was held under the auspices of the Minister of Culture Martin Baxa, the Mayor of Prague Zdeněk Hřib and the Mayor of Prague 5 Renáta Zajíčková. The City of Prague supported the festival with an amount of 5,000,000 CZK and the Ministry of Culture with an amount of 2,030,000 CZK.

“Prague has supported Designblok festival for many years. We appreciate that it is held here. Personally, I view this event as a show of contemporary author’s design that has – among other things – a great ability to react to the latest

events. This is why this year I appreciate that visitors had the opportunity to see the latest designs by well-established Czech designers but that the festival presented also works by selected Ukrainian designers.”

Zdeněk Hřib, Mayor of Prague

Erste Premier was Designblok's General Partner for the 11th consecutive year.

“This year, the theme of Designblok was timeless, yet extremely up-to-date. Forest. Forests are vital for our life on the planet Earth, yet their surface keeps diminishing. Not only that of rainforests over the ocean but also the surface of our forests here. This is due to the bark beetle, fires and extensive timber extraction. This year's Designblok was a celebration of this green, life-giving richness and a reminder of how important forests are for all of us.”

Martin Fuchs, director of Erste Premier

The main partner, whose vehicles secure the transport of guests between exhibition spaces has been Hyundai again.

“We are happy to remain Designblok's main partner. This year, we succeeded to bring to the Czech Republic our hot new product: the elegant EV IONIQ 6. The presentation of the car in Gabriel Loci was accompanied by a breathtaking light installation that created a link between our

interior and exterior exposition and offered a truly unique experience to the visitors.”

Martin Saitz, CEO of Hyundai Motor Czech

Designblok Team

Jana Zielinski
Director

Jiří Macek
Art Director

Adéla Hlavatá
Financial Director & Partnership
adela.hlavata@profilmedia.cz
+420 739 491 065

Patrik Florián
Marketing & PR
patrik.florian@profilmedia.cz
+420 725 280 613

Šimon Borecký
Head of Production
simon.borecky@profilmedia.cz
+420 603 843 493

Sára Hölclová
Project Manager
(Superstudio, Exterier, City /
Own Premises, Gastro Zone)
sara.holclova@profilmedia.cz
+420 776 133 010

Tereza Knolová
Project Manager
(Openstudio, Art House)
tereza.knolova@profilmedia.cz
+420 721 640 020

Alžběta Gabrielová
Project Manager
(Diploma Selection)
alzbeta.gabrielova@profilmedia.cz
+420 728 952 123

Contact

Profil Media s.r.o.
Újezd 414/13
Prague 5 - Malá Strana, 150 00
Czech Republic
info@profilmedia.cz

www.profilmedia.cz
www.designblok.cz
fb.com/designblok
@designblok_prague

Designblok thanks its partners:

General Partner:



Main Partners:



General Media Partner:



Main Media Partners:



Foreign Main Media Partner:



Partners:



Official Suppliers:



Designblok is supported by:



Media Partners:



International Media Partners:



Acknowledgement:



25th Designblok
4. – 8. 10. 2023