

Specifics and pricelist

Openstudio

Museum of Decorative Arts
in Prague

17. listopadu 2/2, Prague 1

2. – 6. 10.²⁴

Designblok^{'24}

Designblok

[Designblok, Prague International Design Festival](#) is the largest exhibition of design and fashion in central and eastern Europe, held in the creative heartland of the European continent. The six-day festival starts off with a day dedicated to the experts (Professionals' Day) and continues with a five-day exhibition for the public which presents new projects from over two hundred carefully selected makers, studios and established brands. The festival's curated exhibitions react to current social topics, draw attention to the work of both up-and-coming and long-established designers, and offer a creative and professional business platform which provides opportunity for the meeting of designers and companies with the expert public, suppliers and customers. The exhibitions also include a wide-ranging accompanying program in the form of lectures and discussions, field-specific encounters, fashion shows and other special events which open spaces for networking and mutual inspiration.

[Over 41 000 people visit Designblok festival each year, including designers, curators, collectors, architects, interior designers, journalists and design lovers.](#)

Designblok is supported by an intense [media campaign](#) which impacts a wide spectrum of professionals as well as the general public. Prestigious Czech and international media regularly cover the festival and the exhibited projects through television outlets, radio, print and online media, social networks, podcasts and other novel formats. Over 350 journalists from Czechia and abroad visited the festival last year and, according to Newton Media monitoring, the festival has been featured in over 1200 media releases between 1 January – 31 December 2023.

The 26th Designblok's main theme is YOUTH.

“A period connected with new beginnings, love, grand plans and expectations. Time flows slower and nothing is impossible. In 2023, Designblok celebrated a quarter century of its existence in grand style. Although it is among the oldest design exhibitions in the world, it is still young in its dynamic development. In the historical and social context, design itself is a relatively new discipline, but it is certainly a great mover of the 21st century. With a bit of hyperbole we can say that design is one of the key ingredients of youth and longevity, which we all long for. It brings innovation as well as functional and aesthetic progress to the world and is able to prolong life and improve its quality.”

Jana Zielinski, director of Designblok festival

Openstudio, Museum of Decorative Arts in Prague

Novelties of original Czech and international design, inspiration and creative dialog, all within the backdrop of a neo-renaissance architectural gem. The exhibition spaces of the Museum of Decorative Arts in Prague will be taken over by [Designblok's Openstudio](#) – an exhibition of designers and design studios.

A laboratory of contemporary design, bringing together product, fashion and jewelry designers, illustrators and graphic designers, mostly featuring prototypes and limited series made without the oversight of a commercial producer. The spaces will premiere [the solo exhibition of legendary Czech postmodern designer Bóda Horák](#), and will provide a view on the future of European design while giving a taste of revolutionary trends in the works of the digitally-savvy Generation Z in the form of the finale of the prestigious [Designblok Diploma Selection](#) – a competition of European graduates – as well as the [Designblok Talent Cards](#) presentation of exceptional student works.

And the crowd-pleasing [Art House exhibition](#) will top it off, consisting of a unique presentation of collectors' design items, this year under the curatorial oversight of Eva Slunečková who delved into the museum's permanent collections and appropriated them for her intervention.



Participant application and tender

- [Tours of the exhibition spaces](#) will take place in April and May 2024 and it is possible to register for them after consulting with a project manager.
- The tender is processed on the basis of an [online application](#).
- The participant application must include a presentation consisting of the project's [description and image references, as well as a visualization of the planned exhibition at Designblok](#).
- The tender takes into account the following:
 - › collaboration with designers or architects on the overall exhibition or on the items themselves
 - › the appended visualization and the planned exhibition's detailed description
 - › the level of the brand's public presentation (website, social networks, other)
- Exhibition spaces are allotted based on [the preferred span \(m²\) filled out in the application](#).
- [Deadline for applications is 31 May 2024](#).
- You can find the general terms and conditions [here](#).
- The applicants will receive notification of the tender's outcome along with information about the allotted exhibition space by 30 June 2024 at the latest.
- Official suppliers are an integral part of Designblok. It is not possible to collaborate with other parties and they cannot be represented as part of the exhibition space. We will connect the selected projects with our official suppliers over the course of summer.

Pricelist / Museum of Decorative Arts in Prague

1st Floor

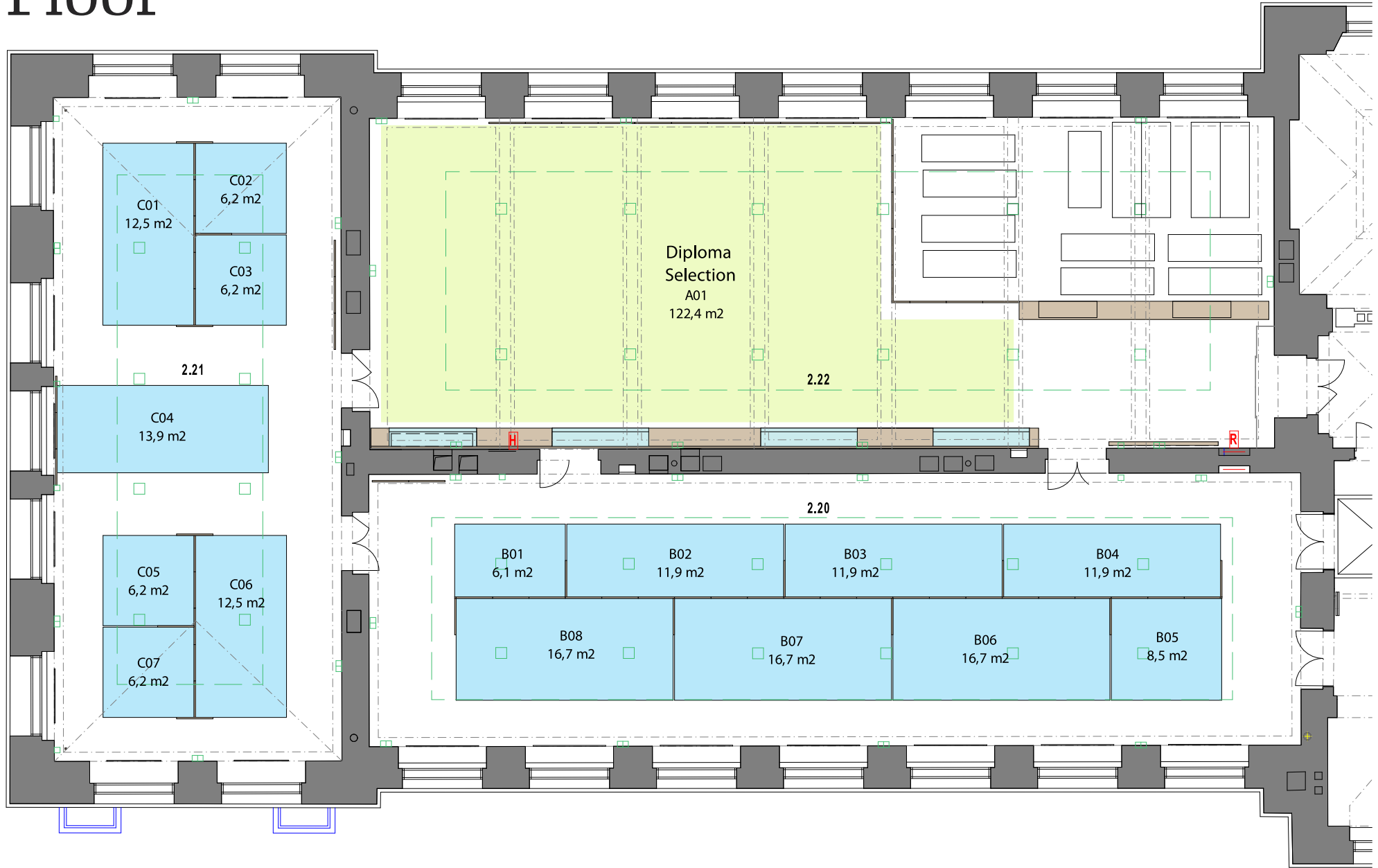
<u>Number</u>	<u>Price</u>
B01	14.500 CZK
B02	22.800 CZK
B03	22.800 CZK
B04	22.800 CZK
B05	18.500 CZK
B06	27.800 CZK
B07	27.800 CZK
B08	27.800 CZK
C01	22.800 CZK
C02	14.500 CZK
C03	14.500 CZK
C04	28.500 CZK
C05	14.500 CZK
C06	22.800 CZK
C07	14.500 CZK

3rd Floor

<u>Number</u>	<u>Price</u>
E01	14.500 CZK
E02	22.800 CZK
E03	22.800 CZK
E04	14.500 CZK
E05	28.500 CZK
E06	22.800 CZK
E07	22.800 CZK
E08	22.800 CZK
E09	14.500 CZK
F01	22.800 CZK
F02	14.500 CZK
F03	14.500 CZK
F04	28.500 CZK
F05	14.500 CZK
F06	22.800 CZK
F07	14.500 CZK

All prices listed without VAT. Prices include electrical power but not the water supply.

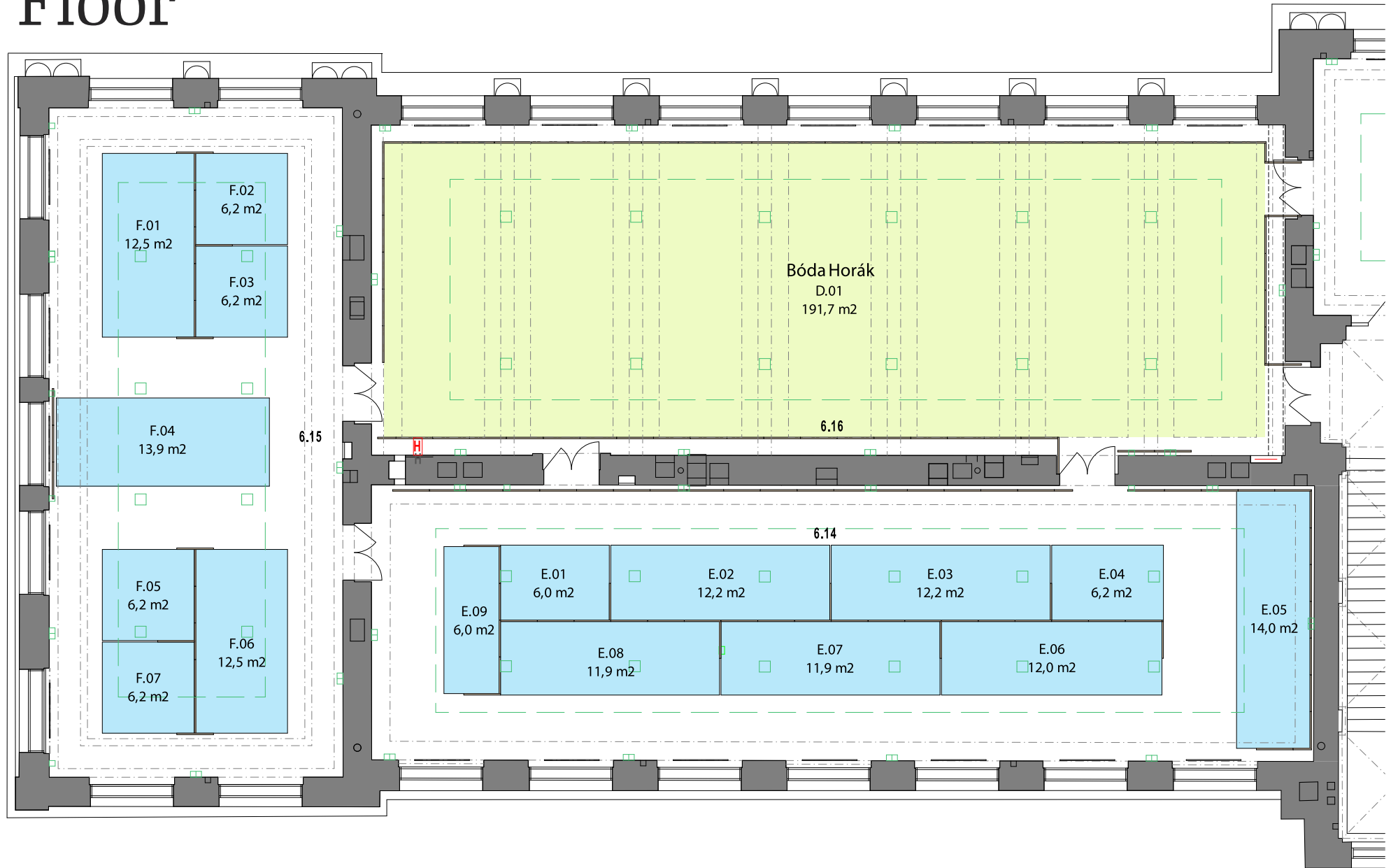
1st Floor




 - Prostory Operstudia

 - Výstavní prostory

3rd Floor



 - Prostory Operstudia

 - Výstavní prostory

Participant fee includes:

- exhibition space in the Openstudio section (= designers, design studios, schools) in the building of the Museum of Decorative Arts in Prague
- mentions in online materials - inclusion in the catalog available from the Designblok website
- 5 exhibitor passes for designers and design studios / 10 exhibitor passes for schools
- 1 invitation for two persons to Designblok's official opening
- 5 week-long passes to Designblok
- the option to buy Designblok tickets for guests, clients or partners before the event's beginning and at discount price

*Designblok supports up-and-coming designers in the form of a student discount of 20% from the participant fee - one must hand in a valid certificate of study before sending in the invoice. The exhibiting person must be a student during the festival's duration and must not be sharing their exhibition space with any other parties.

Promotion and other services:

We offer free space in the catalog of exhibited projects to all festival participants, the adoption of promotional photographs and press releases for Designblok's press center, PR services in the form of journalist networking, mentions in press releases and establishing contact with journalists, as well as promotions for the festival's footfall and as part of Designblok's accompanying print materials and online channels.

Above and beyond participation, we offer the following promotional services:

- [the exclusive promotion of you brand on social networks](#) with hundreds of thousands of hits from users interested in design from all around the world
- [attractive ad space on the designblok.cz website](#) (300 000+ hits during the festival) and the [Designblok newsletter](#) (with over 10 000 active contacts)
- [activity in the form of competitions for products and tickets](#)
- [PR services and consultations](#)
- [professional photo production of your installation](#)
- connecting the above-mentioned activities in the form of convenient packages, we garner maximum attention and impact for your brand during the festival and beyond

The price list for the marketing activities listed will be sent out after receiving confirmation of your participation in the festival.



Contact:

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Deadline for applications is 31 May 2024.