

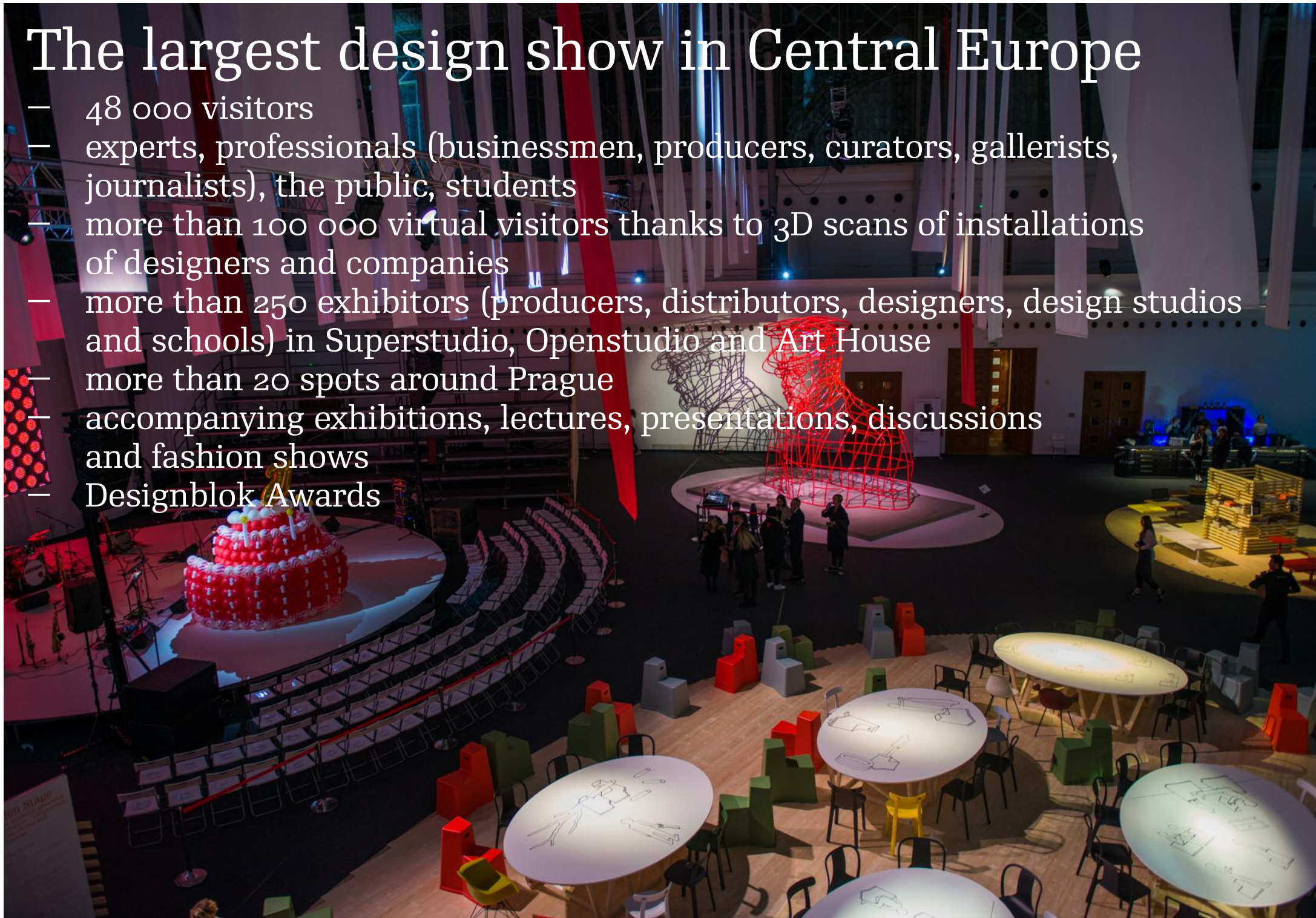
5. – 9. 10. ²²
Designblok '22
Prague International
Design Festival

24th edition

www.designblok.cz

The largest design show in Central Europe

- 48 000 visitors
- experts, professionals (businessmen, producers, curators, gallerists, journalists), the public, students
- more than 100 000 virtual visitors thanks to 3D scans of installations of designers and companies
- more than 250 exhibitors (producers, distributors, designers, design studios and schools) in Superstudio, Openstudio and Art House
- more than 20 spots around Prague
- accompanying exhibitions, lectures, presentations, discussions and fashion shows
- Designblok Awards



Designblok 2021. The twenty-third edition of Designblok took place in pandemic mode from 6 to 10 October 2021 in the former Gabriel Loci Convent in Prague's Smíchov and in the Museum of Decorative Arts. The two exhibition houses offered over 200 installations by established designers, schools and top companies. The social events that accompany the festival every year returned to the programme, as did the participation of distinguished international guests. The workshop and lecture programme was also able to take place in full. It all culminated in the announcement of this year's awards on the penultimate day at the Sacre Coeur Church, which took place after a day full of fashion shows. Also making a comeback is the international Diploma Selection competition, which annually selects the best design and fashion theses in Europe and whose jury includes renowned international gallerists and curators. After a year's break, Prague was visited by personalities such as Giulio Cappellini and Rossana Orlandi. Designblok was held in half-day time slots, which allowed to control the capacity of the festival's indoor spaces. Despite capacity constraints, a total of 23,836 visitors and registered VIP guests visited the Superstudio, Openstudio and Art House spaces over the five festival days in 2021.





Alax, Nastassia Aleinikava, Artemide, Barber&Osgerby, Barrisol, Bohematic, Bomma, Brik, Brokis, Matteo Cibic, ČVUT, DECHEM, Durch Duo, Eva Eisler, Egoé, FESTKA, Formafantasma, G. Benedikt Karlovy Vary, Hana Zárubová, Ineke Hans, Hansgrohe, Jaime Hayon, Herrmann&Coufal, Javorina, JELÍNEK, Kaplan nábytek, Kartell, Klára Nademlýnská, Maria Kobelova, Lucie Koldová, Tereza Rosalie Kladošová, Konsepti, Laufen, LLEV, Křehký, Lasvit, Master & Master, mmcité, Modesk, Moravská galerie v Brně, Moser, Okolo, Olgoj Chorchoj, Optiqa, PageFive, Jiří Pelcl, Jan Plecháč, Preciosa Lighting, Janja Prokić, Qubus, Rony Plesl, Ravak, Liběna Rochová, Rückl, Rudolf Kämpf, Sofya Samareva, Sutnarka, Roman Šedina, Todus, Tom Dixon, TON, UJEP, UMPRUM, USSPA, UTB Zlín, Zdeněk Vacek, Maxim Velčovský, Vitra...

Theme

The theme of this year's 24th Designblok will be Forest. Within this theme, we will focus on the use of natural materials, traditional Czech crafts and environmental issues.



Venues

Designblok is going to take place at two main venues.

Gabriel Loci is a unique historical building of a former monastery, built in 1888–1891. In 1964 the building was registered as a cultural monument.

The exhibition will mainly focus on presenting contemporary international design innovations in the traditional Superstudio and Openstudio formats, as well as the next edition of the international Diploma Selection exhibition.

The Museum of Decorative Arts in Prague will, as in the previous year, be a conceptually tuned exhibition space with its own VIRGIN FOREST theme. The space on two floors of the museum will belong exclusively to creators and family-owned companies with Czech roots. Among other things, the second floor will feature an exhibition as part of Art House's long-term concept of presenting collectible design.



Superstudio

Space for exhibitions of companies, shops and manufacturers. Superstudio presents news from Czech and world manufacturers, presenting products created in cooperation with top designers. All areas of design are presented here, but above all furniture, lighting and home accessories.

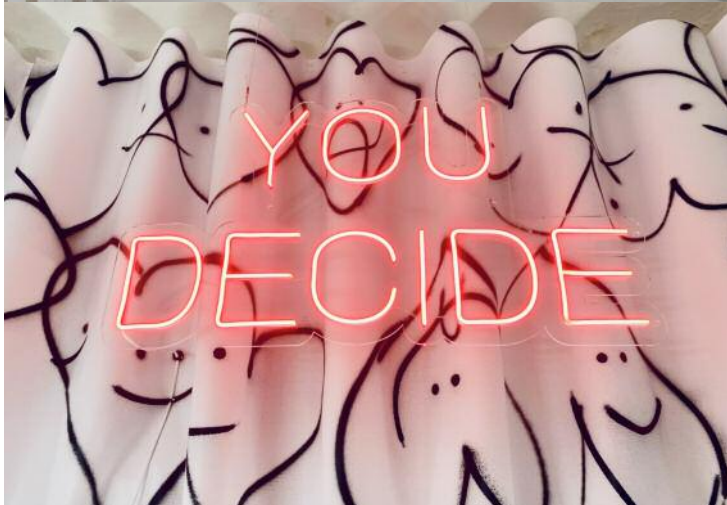




Openstudio

Space for exhibitions of designers, design studios and schools, a laboratory of contemporary design. Openstudio presents product designers, fashion designers, jewelry designers, graphic designers and illustrators. These are primarily exhibitions of prototypes and small series production without the participation of a commercial manufacturer.





Art House

Space for design expositions on the edge of art and design. The curatorial selection presents Czech and foreign designers and artists, some solo, others in collaboration with galleries.





City

Exhibitions in their own spaces. Museums, galleries, showrooms, pop-up shops, shops, special installations in unique spaces, or art schools. The city as a living map of contemporary design.



Diploma Selection

Collective exhibition of product design and fashion shows of the best European diploma theses selected by an international jury. The final of the competition, which is attended by an international jury that consists of leading personalities of world design. A major social event of international significance.



International Jury Diploma selection

Tulga Beyerle, director, Museum für Kunst und Gewerbe Hamburg (D)

Giulio Cappellini, art director, Cappellini (IT)

Stephan Hamel, brand catalyst, design consultant (IT)

Agnieszka Jacobson, artistic director, School of Form, Poznań (PL)

Lina Kanafani, curator, gallerist, MINT shop, London (GB)

François Leblanc, design consultant (F)

Alice Stori Liechtenstein, Independent curator, founder of Schloss Hollenegg for Design (IT, AT)

Gilles Massé, Wallpaper Store, Milan (IT)

Rossana Orlandi, gallerist, Spazio Rossana Orlandi, Milan (IT)

Annalisa Rosso, Mr.Lawrence studio co-founder and Editorial Director of the Salone del Mobile digital project (IT)

Adam Štěch, design strategy consultant and curator, Okolo (CZ)

Patrik Florián, journalist and stylist, Dolce Vita magazine (CZ)

Danica Kovářová, curator (CZ)

Jan Králíček, creative director, Vogue (CZ)

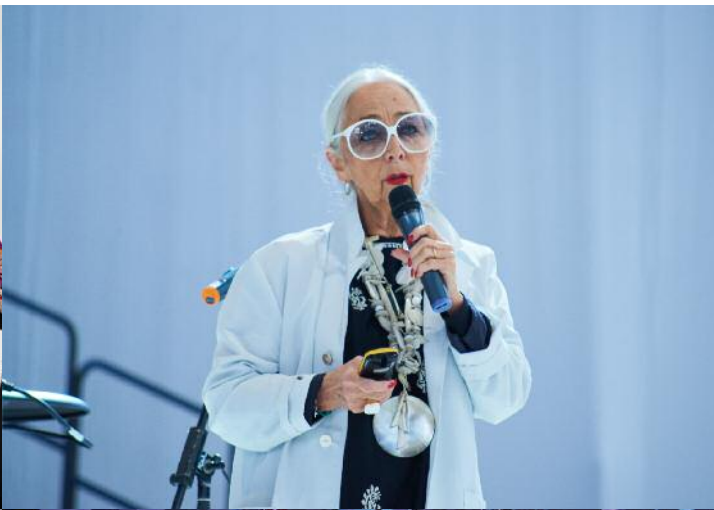
Anna Nosková, editor, magazín Forbes (CZ)

Veronika Ruppert, editor, dramaturg, Český rozhlas, Radio Wave (CZ)

Noémie Schwaller, fashion editor (UK)



fashion show
lectures
workshops
conference
discussions
guided tours
charity projects
events for children
performances



How to apply to participate in Designblok 2022?

The exhibitor can register for the premises:

Superstudio – space for expositions of companies, shops and manufacturers.

Space manager Sára Hölclová (+420 776 133 010; sara.holclova@profilmedia.cz)

Openstudio – space for exhibitions of designers, schools, studios.

Space manager Tereza Knolová (+420 721 640 020; tereza.knolova@profilmedia.cz)

Exterior (outside part of Designblok) – space for exhibitions of companies, shops and manufacturers, as well as for designers, schools, studios.

Space manager Sára Hölclová (+420 776 133 010; sara.holclova@profilmedia.cz)

City / own premises – galleries, pop-up shops, shops and showrooms, or any other space that the subject chooses for its presentation.

Space manager Sára Hölclová (+420 776 133 010; sara.holclova@profilmedia.cz)

Another spaces for the presentation are (Exhibitor addresses the organizer):

Art House, Fashion Shows

Contact person Tereza Knolová, (+420 721 640 020; tereza.knolova@profilmedia.cz)

Diploma Selection

Contact person Alžběta Gabrielová (+420 728 952 123; alzbeta.gabrielova@profilmedia.cz)

Designerie

Contact person Sára Hölclová, (+420 776 133 010; sara.holclova@profilmedia.cz)

Organizational Team

Jana Zielinski

director

Jiří Macek

creative director

Adéla Hlavatá

financial director

Šimon Borecký

production manager

Sára Hölclová

project manager

Tereza Knolová

project manager

Alžběta Gabrielová

project manager

Helena Novotná

PR manager

Contact

Profil Media s.r.o.

Újezd 414/13, 150 00 Prague 5

www.profilmedia.cz

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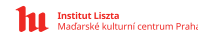
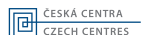
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