

Price list and characteristic
Superstudio
Výstaviště Praha Holešovice
Right Wing of Industrial Palace
in Prague

17. – 21. 10.¹⁹

Designblok^{'19}

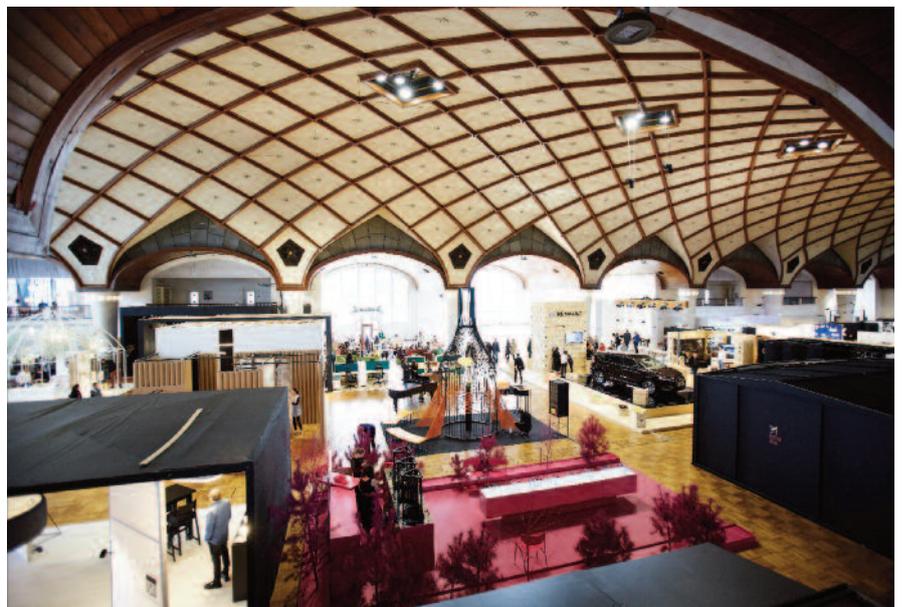
Superstudio description

The 21st Designblok – the most important design event in Central Europe – will present installations open to both professionals and the general public at The Industrial Palace (Průmyslový palace) at Výstaviště Praha (The Prague Exhibition Grounds). A historic site originally built to host exhibitions, the grounds were once host to the most significant exhibitions in Czech industry and design. Now, by agreement with the City of Prague, Designblok will bring its creativity and experience to add even more prestige to this venue, which has over the years seen its grounds damaged not only by the Communist administration but also as a result of the unfortunate events that took place in the wake of the Velvet Revolution. Located in the Industrial Palace at the Prague Exhibition Grounds in Holešovice, the Superstudio will take up residence at this attractive venue, famed for its beautiful architecture and grand opulence. The Superstudio will provide the space appropriate for the needs of each exhibitor. The sizes of the individual exhibition spaces can be tailored to the exhibitors' request, creating the ideal environment for showcasing the latest trends in contemporary lifestyle and design.

The Industrial Palace, with its impressive design, has always sparked much emotion and debate. The palace was built in 1891 in the heart of the Exhibition Grounds in Holešovice, where a remarkable robust structure was erected and later gradually filled with glass. Designed by architect Bedřich Münzberger, the steel structure stands over fifty metres high and is famous for being the first mounted steel structure to be built in the Czech lands. Constructed by První Českomoravské Strojírny-Kolben-Daněk in Prague, it was completed by 150 ironworkers over 5 months. The style of the Industrial Palace is considered Art Nouveau by many experts, although others tend to describe it in terms of "historicism". Side facades were fitted with windows, themed to depict motifs from Industry and Science, painted originally on carton board by Mikoláš Aleš and made from gold and yellow cathedral glass. Around one million colourful leaded glass panes were used to create the different figures. The dome bears a large replica of a crown and cross representing the Crown of St Wenceslas. The interior was redesigned by architect Josef Fanta in 1907.

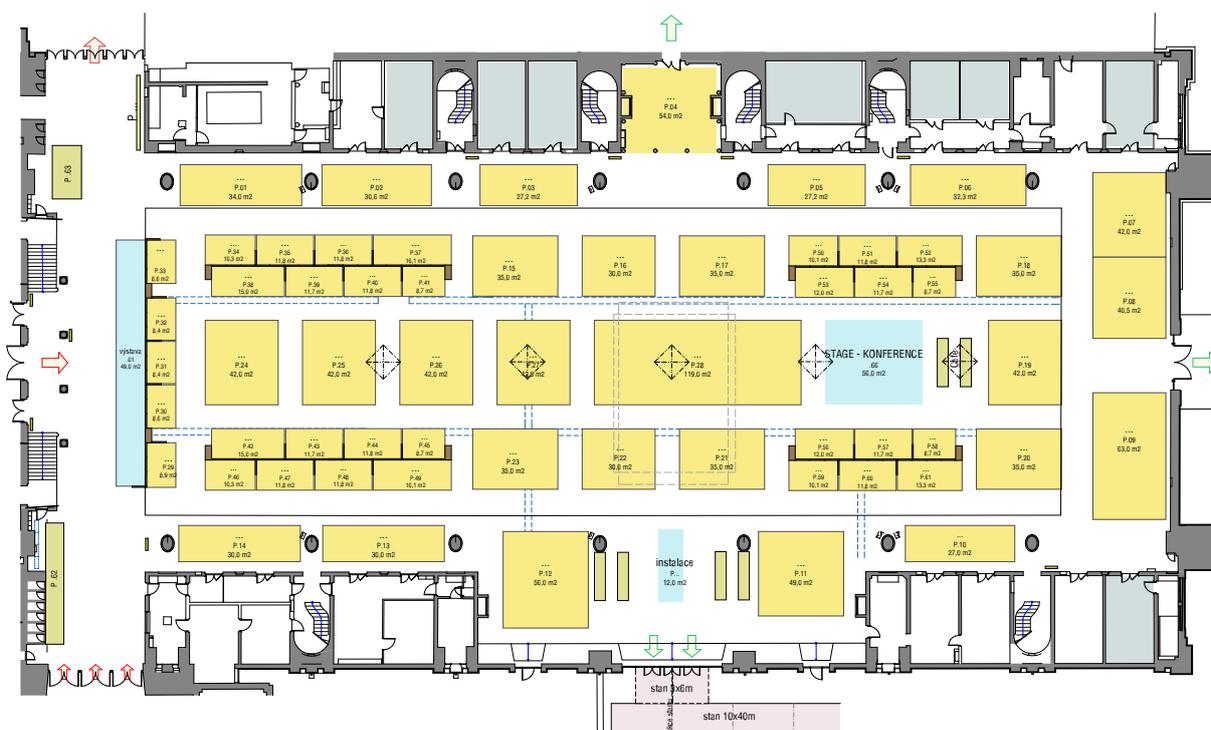
Individual installations by Designblok participants will be located in a special exhibition structure designed by Jan Rosický (Atelier 69), highlighting the exceptional architecture of the Superstudio while providing exhibitors with the flexibility and space to present their exhibitions. Larger installations will be presented in the magnificent main hall and the building's right wing. Aside from its exceptional location, the history and atmosphere attached to this historic building are sure to make this an exceptional event for both visitors and exhibitors alike. And with the Openstudio providing an exhibition space for designers located in the left-wing tent area, Designblok visitors will get ample opportunity to take in all Designblok events in the one spot.

Address: Výstaviště 67, 170 90 Praha 7 – Holešovice



Superstudio Ground floor map and price list 2019:

Space No.	Price	Space No.	Price	Space No.	Price
P01	88 000 Kč	P22	88 000 Kč	P43	48 500 Kč
P02	83 500 Kč	P23	92 000 Kč	P44	48 500 Kč
P03	81 500 Kč	P24	100 000 Kč	P45	38 500 Kč
P04	107 500 Kč	P25	100 000 Kč	P46	45 000 Kč
P05	81 500 Kč	P26	100 000 Kč	P47	48 500 Kč
P06	82 500 Kč	P27	100 000 Kč	P48	48 500 Kč
P07	90 000 Kč	P28	180 000 Kč	P49	56 000 Kč
P08	90 000 Kč	P29	38 500 Kč	P50	45 000 Kč
P09	120 000 Kč	P30	38 500 Kč	P51	48 500 Kč
P10	77 000 Kč	P31	38 500 Kč	P52	50 000 Kč
P11	100 000 Kč	P32	38 500 Kč	P53	48 500 Kč
P12	108 000 Kč	P33	38 500 Kč	P54	48 500 Kč
P13	83 500 Kč	P34	45 000 Kč	P55	38 500 Kč
P14	83 500 Kč	P35	48 500 Kč	P56	48 500 Kč
P15	92 000 Kč	P36	48 500 Kč	P57	48 500 Kč
P16	88 000 Kč	P37	55 000 Kč	P58	38 500 Kč
P17	92 000 Kč	P38	55 000 Kč	P59	45 000 Kč
P18	90 000 Kč	P39	48 500 Kč	P60	48 500 Kč
P19	95 000 Kč	P40	48 500 Kč	P61	50 000 Kč
P20	90 000 Kč	P41	38 500 Kč	P62	75 000 Kč
P21	92 000 Kč	P42	55 000 Kč	P63	75 000 Kč

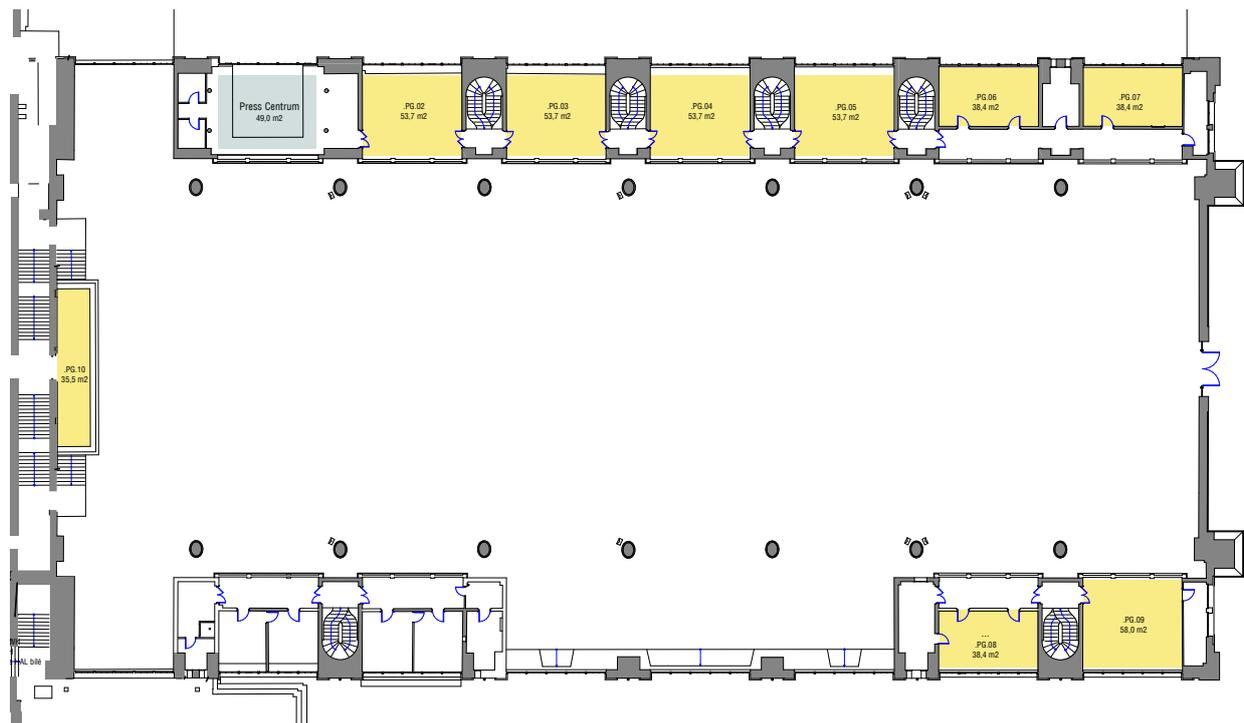


Prices indicated are exclusive of VAT; energy consumption is included.

The reserved area cannot be let since it is booked for curated Designblok projects.

Superstudio Balcony map and price list 2019:

Space No.	Price
PG02	85 000 Kč
PG03	85 000 Kč
PG04	85 000 Kč
PG05	85 000 Kč
PG06	70 000 Kč
PG07	70 000 Kč
PG08	70 000 Kč
PG09	85 000 Kč
PG10	75 000 Kč



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