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Designblok!

Prague International Design Festival

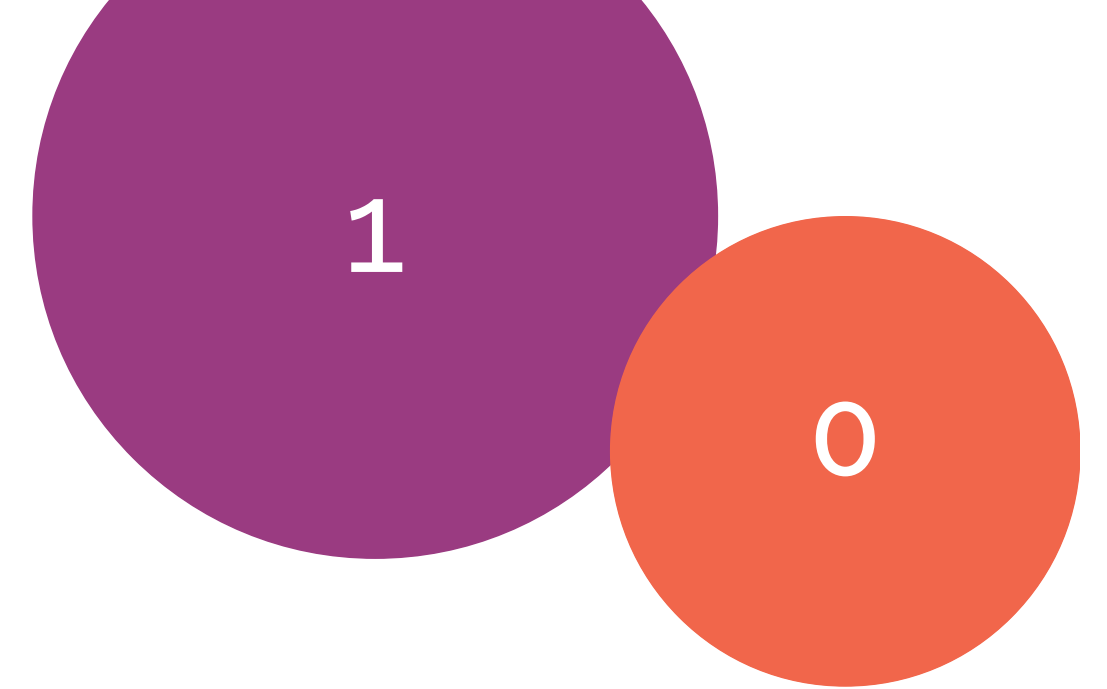


- The longest-running design festival in central and eastern Europe, est. in 1999
- Creative, professional, and business platform (design, architecture, business, press)
- 5 days for public + 1 day for professionals
- 250+ exhibitors
- Designers and producers, product design and fashion, design studios and schools – all from Czechia & abroad

- 48 000+ visitors from all over the world, professionals and the general public
- Curators, gallerists, collectors, architects, journalists, and design enthusiasts
- Curated exhibitions, installations, lectures and expert debates, presentations, fashion shows
- Dozens of locations and spaces around Prague
- Wide media coverage, hundreds of journalists from around the world

Designblok

10 Fundamental principles



1. **Selected exhibitors to attend**
2. **Connecting the design scene and industry**
(initiating the creation and development of new products)
3. **An international trade platform**
(mediation of the latest innovations in domestic and international design by presenting major brands)
4. **The development of Czech design**
5. **The internationalisation of design**
(prominent guests from abroad at the festival, media and economic missions)
6. **The active search for and support of young creative talents**
(Diploma Selection and Talent Cards)
7. **Encouraging local production and the development of traditional crafts**
8. **An environmentally-friendly approach to exhibiting and producing design**
9. **Developing approaches**
to thinking and broader social issues and implementing them in design, exploring the role of design in society
10. **Raising awareness**
among the general public (school day for students, talks, discussion platforms, programme for young children, etc.)

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Designblok Awards

Awards for the best concepts,
innovations, new products,
and presentations
from an international jury

Grand Prix 2025
for outstanding
contribution
to the global design:
Patricia Urquiola

Best Launched Product by Designer
Best Launched Product by Producer
Best School Presentation
Best Designer Presentation
Best Producer Presentation
Impact Award
Grand Prix Award



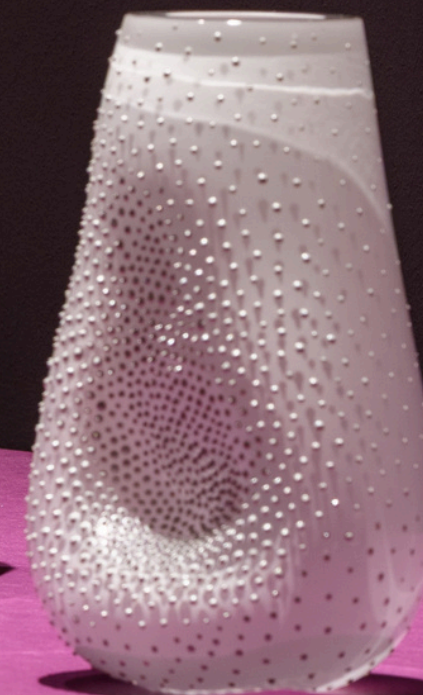
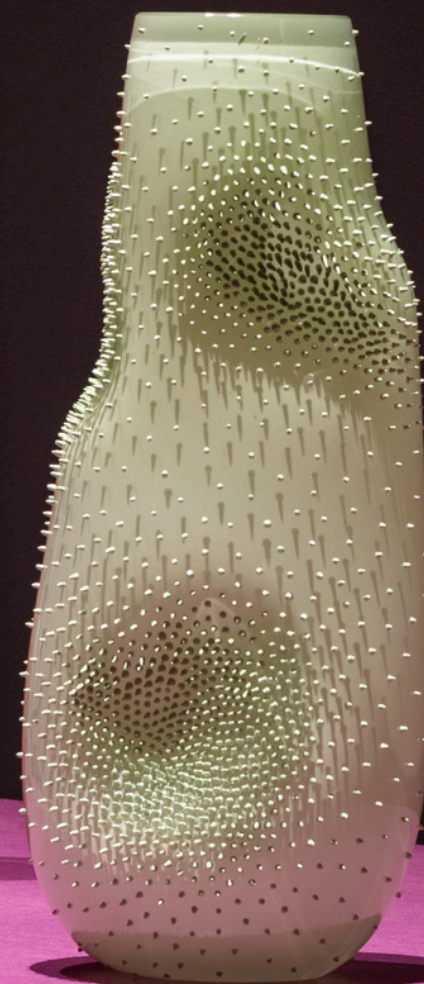
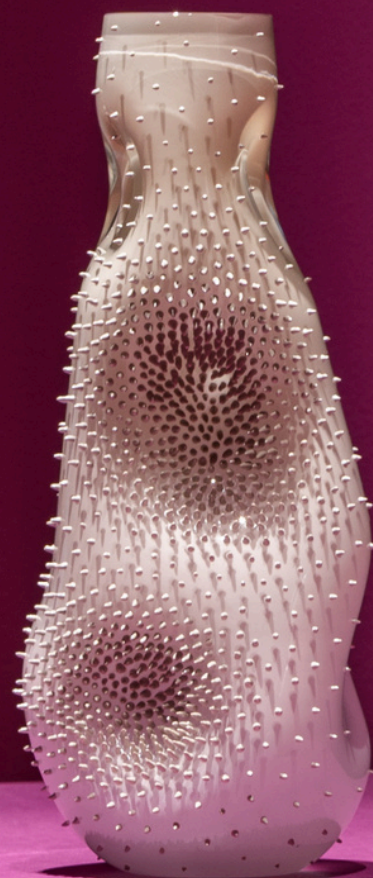
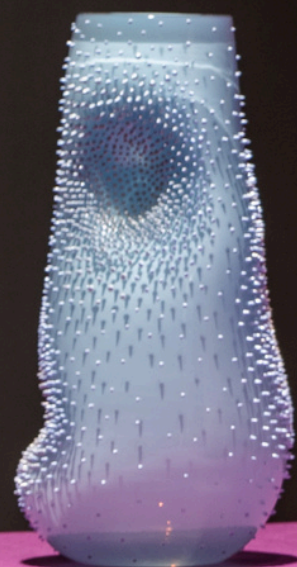
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Diploma Selection

International competition showcasing the best works of the most talented graduates from European schools

Since 2015
Product Design
Fashion Design

International Jury
Exhibition
Fashion Shows
1000 EUR Reward



**des-
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25**

Designblok 2025 in numbers

**4 Main
Locations**

Prague Castle, Royal Summer Palace
Křižík pavilions and New Spiral Theatre
Museum of decorative arts in Prague
Galerie Rudolfinum

**1500+
VIP Visitors**

Special guests
in the Designblok VIP Lounge

**48 000+ Visitors
5000+ Professionals**

Producers, distributors, curators, journalists,
general public and students all around the city
and locations

**90+ Debates
and special events**

Designblok Stage
Designblok Awards
Diploma Selection (int. student awards)
Fashion shows

**38 000+
Visitors**

At the exhibition pavilions

**4 Main
Exhibitions**

Mary McCartney
Zdeněk Vacek
Jiří Pelcl
Courage: Women in
Architecture, Design,
and Applied Arts

**2500+
Children**

At the special children's pavilion
Designblok For Kids

**43 Locations
in Prague**

Showrooms
Galleries
Universities

Designblok 2025 in numbers

265

Exhibitors
at 4 locations

Producers, distributors,
designers, studios, schools

19 %

Exhibitors
from abroad

39

Czech
manufacturers

High craft masters
& fresh newcomers

32 %

1st time
exhibitors

We are open
to all new ideas!

5

Main partners

Česká spořitelna bank & Visa, Ploom,
T-mobile, Škoda Auto

17

Media partners

Czech TV, Czech Radio, Dezeen, Elle,
Forbes, Vogue and many more

16

Foreign institutions

Across
the Europe



des-
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25

Designblok Talks 2025

Designblok Talks conference was created in 2025 to foster deeper professional dialogue and to share key topics shaping the present and future of design, architecture, and related fields. We built a flagship event that has become an essential meeting and networking platform for architects, designers, developers, journalists, and other professionals.

Curated by: Designblok, Dezeen, CAMP

Erwan Bouroullec
Marius Myking (Snøhetta)
Winy Maas (MVRDV)
Bernard Dubois
Patrick Norguet
Jan Magasanik (BIG)
Max Fraser & Benedict Hobson (Dezeen)
Yoko Choy (Wallpaper China)
and many more...

Partners: Vitra, Ravak, Konsepti, Koma Modular,
PSN, Penta Real Estate, Esty

The New Spiral
at
Prague
Exhibition Grounds

7 October
2025

Designblok Talks 2025 in numbers

530
Professional
attendees

5
Thematic blocks,
12
Presentations

9
Hours
of program

19
Speakers
from
9
countries

136
Rotations of
the New Spiral
stage



Designblok 2025

PR & communication in numbers

Yes!

- 516 accredited journalists from around the world
- 1 552 medial outputs (↑ 31 %)
- 6,4 million content views (↑ 97 %)
- 1,1 million reached users (↑ 134 %)

Foreign media participation:

Dezeen, Wallpaper, Vogue International, Disegno Journal, Dazed, Rolling Stone, The Perfect Magazine, Esquire Middle East, Marie Claire Arabia and more



Designblok 2025

Visitors' feedback

“The main exhibitions made the biggest impression on me. I am thrilled by how much the festival has improved in the more than 10 years that I have been attending it.”

“After many years, I finally made it to Designblok with my son, who is autistic. I really appreciate the children’s zone. I would also like to thank the team at the entrance - they treated me with kindness and understanding, even giving me a child’s ticket as an accompanying adult, because there was a risk that my son would only be able to stay at the event for 15 minutes. I really appreciate this kind of approach.”

“The installations were great. I feel that Designblok is getting better every year – bigger brands, more famous names, and more generous exhibitions. Keep up the good work, but please don't lose your artistic edge.”

92 % of visitors plan to attend again next year

Designblok 2025 Aftermovies

- See the [Designblok 2025 Aftermovie](#) here
- See the [Designblok Talks 2025 Aftermovie](#) here



Designblok 2026

28th edition of Designblok
will take place 5. – 11. 10. 2026

Light!

The central **topic will be Light** – a symbol of knowledge, truth, hope, and life. Next year, the festival will focus on the influence and role of design in society and on questions of how design can contribute to a better world and the development of human lives.

The festival will feature a series of lectures, workshops, exhibitions, and discussions.

Main locations 2026

- Prague Castle Riding Hall (High Craft exhibition)
- National gallery Prague – Trade Fair Palace
- Museum of decorative arts in Prague
- Chapel of the Holy Cross (Prague Castle)

Applications will open in January 2026.
Apply by May 31, 2026.



What will next year bring?

News!

- Stronger networking platform for professionals: Development, architecture, design and business
- 2nd edition of Designblok Talks conference
- New visual style and website
- Co-production exhibition projects with the National Gallery and the Museum of Decorative Arts
- Expansion of foreign subjects participation
- Improving services for exhibitors, guests and visitors



Designblok, Prague International Design Festival

28th edition, 5. - 11. 10. 2026

Be
there!



“I have been following Designblok since the beginning and it's amazing to see how every year it gets better and better. It is now a big event, an important institution, getting more international presence, but it is still super organized and able to bring new and unexpected installations. Bravo!”

Rossana Orlandi, Italian gallerist and curator

“Design's most playful festival“

Ellen Himelfarb, Wallpaper*

→ Find out more at Designblok [website](#).

Designblok!