

Bloggers at Designblok will design how to furnish a trendy apartment

(Prague, 6 October 2014) – This year’s Designblok will bring some extra treats. In cooperation with Meet Czech Design and the SOFFA magazine, a space will be set up in which bloggers will create a design room. They will only choose furnishings and accessories they find at Designblok.

This year, the main part of the programme of Designblok will take place in the deserted rooms of Grand Hotel Evropa, on Wenceslas Square, where the so-called Superstudio will be located. The bare walls [of the rooms] became an inspiration for the participation of design bloggers, who will thus get a chance to show their independent visions of current trends in real space outside the Internet environment. The bloggers will have one day to go through the exhibition of Czech and foreign producers of furniture and accessories, to pick the best items, and to think of how to combine them. On Tuesday 7 October, they will give a completely new face to an empty room on the premises of Openstudio, located in the House at the Minute (Dům u minuty), in the Old Town Square. The room will be decorated by Trendstefan and Kavkadesign.com, with Bára Perglová and Modedeboulangerie representing Czech bloggers.

The aforementioned bloggers, with the exception of Trendstefan, who will be replaced by Katie Treggiden, a.k.a. Confessionsofadesigngeek, will attend the Design Bloggers Talk, at which they will discuss the extent to which bloggers can influence the directions that trends take. MEET CZECH DESIGN & SOFFA TALK will take place on Wednesday 8 October, at 12 p.m. in Superstudio, which is in Grand Hotel Evropa, on Wenceslas Square, in the basement lounge of the Lokál restaurant.

This year’s Designblok will be held from 7 to 12 October and will complete the Prague part of the Meet Czech Design travelling festival, which, through a single idea, links design events and presents the ideas of Czech designers to the general public. Visitors to Designblok can find a Meet Czech Design Infopoint at the Mikulandská elementary school.

The Prague part of the festival, entitled the Web of Design, also includes Unique Fashion Week and Architecture Week. Design lovers can also follow a Design Path, which connects galleries, museums, studios, and other places in Prague associated with design. Following free registration at www.meetczechdesign.cz, visitors can obtain a Design Pass, which provides benefits and discounts at places along the Design Path and at the events of Meet Czech Design organized in other towns.

MEET CZECH DESIGN

08 September–19 October

Prague

Web of Design

08–14 September

Unique Fashion Week

15 September–12 October

Architecture Week

07–12 October

Designblok

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