

FINAL
REPORT

DESIGN SHAKER 2017



DESIGN: DESIGN FABRIKA, PHOTO: JANA HOZOVÁ

6th SELECTIVE EXHIBITION OF INTERIOR DESIGN

23–26 March 2017

PVA
EXPO PRAGUE

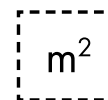
THE SIXTH EDITION

Nothing can be created without a design today... Therefore, design is both a WORD and a PROCESS now. Never ending and permanent. It surrounds us, and only in Prague we have several exhibitions every year. At this year's 6th edition of the Design Shaker event we presented studios and designers whose work brings invention and quality into the interior design area. Several dozens of firms from both the Czech Republic and abroad exhibited their products and services on this occasion there.



35 384

visitors



1 850 m²

net exhibition area



80

exhibitors





MAIN INTENT OF THE TRADE FAIR

To present studios and designers whose work brings invention into the area of interior design and guarantees high quality of the trade fair. Design Shaker is unique especially due to the fact that it is a selective exhibition of design, to which targeted invitations are sent to architects, designers and businesspersons, and at the same time it is organised within the framework of large trade fairs for a very wide group of visitors. The people coming to spring trade fairs focused on living have particular interests and needs. They are professionals or those who are building or equipping a house. We want to present high-quality design to this audience: both product design and services of architectonic and designer studios.

TRADE FAIR SECTIONS

Design Shaker is traditionally divided into sections focused on closely cooperating professions. The topical section entitled Big Deal presented a selection of renowned Czech manufacturers as well as distributors of the best-known foreign brands. In the Fresh Space section it was possible to get familiar with the your generation of designers who are still studying or newly creating under their own brands. Specialised services of interior architects and designers were not missing there either.

DESIGN SHAKER OPENING

The first day of the trade fair started with inauguration of the event, with was attended by exhibitors together with their business partners. The B2B meeting included also a press conference attended by VIP guests: Academic Sculptor Ferdinand Chrenka, Head of the Industrial Design Atelier at the Academy of Fine Arts and Design in Bratislava; Mr. Erik Mentel from the Italian-Czech Chamber of Commerce and Industry;

Mr. Francesco Bresolin, President of the MEDINIT Agency; Ing. Martin Čudka, President of the Association of Czech Furniture Manufacturers, and Ing. Tomáš Lukeš, Secretary of the Association of Czech Furniture Manufacturers; Designer Jan Vopálka from the Design Fabrika Company; Klára Nováková, LE BON; Jan Bastař, cre8 company; Ing. Iva Bastlová, Interior Designer and Editor in Chief of the specialised magazine INTERIERY.

MEDIA CAFÉ

A selection of the best domestic media about design and architecture was presented by Media Café. The design of the café was suggested again in close cooperation with Admonter. In the Media Café the visitors could not only get their refreshment, but also read dozens of magazines about design and architecture. The designers of Media Café were architects from the Mooza Architecture atelier.





DESIGN GALLERY

An exhibition of selected design solitary pieces of furniture and Furniture of the Year 2017. The gallery presented specific exhibits, which are exceptional through their design or function. Some of these exhibits were nominated in the prestigious competition "Furniture of the Year" which is organised every year by the Association of Czech Furniture Manufacturers.

Exhibitors:

B2B Partner s.r.o.
 ČALOUNĚNÝ NÁBYTEK DUCHOŇ
 FORM spol. s r.o.
 LE BON spol. s r.o.
 LUGI s.r.o.
 RIM CZ s.r.o.
 Rott Design s.r.o.
 TON a.s.

The award "Furniture of the Year 2017" was granted to B2B Partner for their office furniture: PLAN series, Layers type, which were designed for the company by designers Lenka Damová & Boris Klimek.

HERMAN MILLER AND THE OTHERS

At the Design Shaker 2017 we presented, in the accompanying programme, the exhibition "Herman Miller and the Others" focused on history of the most famous icons of the Herman Miller brand, as well as on news and innovations which are only to be produced.

CASAMEDINIT MADE IN ITALY

a group exposition of Italian firms

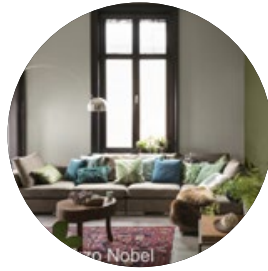
In a similar way it was possible to see a section of the Italian designs. The two projects prove that a good design does not have any geographic limits.

SCENE: INSPIRATION & TRENDS 2017

Presentation of 4 interior styles of current housing trends:



POETIC



HARMONY



CULTURAL



SMART

TRENDS IN THE INTERIOR 2017 - Iva Bastlová's Interior Designer Lecture on World Trends in Interiors for 2017

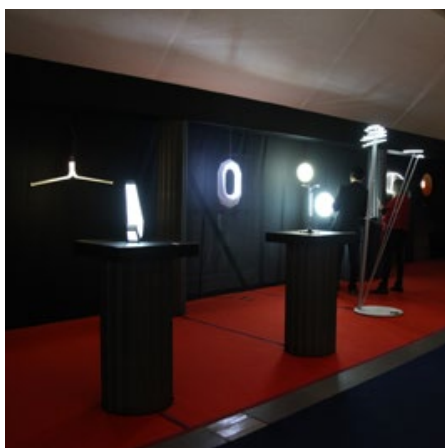


SVĚTLO V ARCHITEKTUŘE

5th specialized exhibition
of lighting fixtures, design
and accessories

HALL 6
34 EXHIBITORS
NET EXHIBITION AREA 555 m²

FIRST part of the Spring fairs in PVA EXPO PRAGUE.
PRESENTATION of significant Czech and world brands from the field of production and design of lighting fixtures and lighting equipment, supported by a professional accompanying program.
INTRODUCTION of the unique Czech-Slovak lighting project for students of the Industrial Design Studio of VŠVU in Bratislava and TBU in Zlín, which was created in cooperation with the Slovak representation of the Artemide brand.



BLOCKS OF PROFESSIONAL LECTURES on current topics in the field of lighting technology and lighting.
Light in Architecture OPENING - B2B meeting of exhibitors, business partners and other guests.
Awarding the Light for Best Exhibits.
Awarding the best exhibits and exhibitions GRAND PRIX 2017 and TOP EXPO 2017.
PROFESSIONAL CONSULTANCY

Main media partner: Light magazine Expert partner: Czech Lighting Company
Product partner of the accompanying program: Lighting technology of Vít Pavlů



GRAND PRIX

competition for the best product

1st place

Dominik Trusina – TRUSELLA for DNA Taburet MINI

A simple but sophisticated lightening of the seat created an interesting structure of the pedestal. In spite of this fact the structure is safe and firm.

2nd place

Vilém Duchoň – Production of upholstered furniture for SIT&SLEEP

The Jury appreciated simplicity and proportionality of the sofa and modularity of pillows.



3rd place

Benlemi – Michal Pomp for the Domeček Happy bed + Extended Foots + Drawer 2in 1

We appreciate environmental friendliness of the material, including surface finishing and support of children's playing inspiration.

HONOURABLE MENTION

Martin Foret for Heart

A simple structure is supported by both fine art and static components.



JELÍNEK
NÁBYTEK
CANDY
Jaroslav Jelínek



**TOP
EXPO**

The prestigious award in the competition for the most impressive exposition
TOP EXPO was won by the furniture manufacturing company
JELÍNEK – výroba nábytku s.r.o.
for a minimalist design of their exposition.

ASSESSMENT FEEDBACK FROM EXHIBITORS



This year's Design Shaker was a fantastic experience for us; it was a unique event full of inspiration and positive people. We met there a lot of interesting people; we established new partnerships, we found new customers. We received many ideas, inspirations and feedbacks from the visitors. We could not wish more for our young family brand. The entire event was organised in an absolutely perfect way, without any mistake. We are happy that we could take part in it! We are looking forward to the next year's edition.

Jana Bilková
Créer



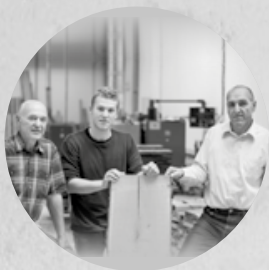
We decided to present a new trend which is followed by the TRIANT furniture at the Design Shaker exhibition. We exhibited two collections made of solid oak wood, which were designed by Czech designers. We perceive the visitors' feedback in a very positive way. It seems that thanks to the exhibitions of this type the people's interest in investing in high-quality interiors and design is always higher and higher.

Ondřej Horák
TRIAN T



The Design Shaker event was again an excellent opportunity for addressing not only professionals and end clients, but at the same time also for getting familiar with exhibitors from the sector and for establishing interesting business cooperation. We are glad that we could render our visitors familiar with innovations in the area of interior and exterior furniture, including shading and the outdoor lamella-type pergola. It is interesting to observe development of preferences of end clients and to use the experience acquired for modification of the products offered by us. The clients are always more and more open to experiments with both colours and patterns in the interior, and at the same time they look for classics as well as timeless units. An ideal example is then the armchair in the shape of a "wing chair" which became a best-seller in various variants. We are looking forward to the next year's edition!

Matěj Tomek
INNEX



The JELÍNEK company welcomed the opportunity of taking part in the already 6th edition of the Selective Exhibition of Interior Design – Design Shaker 2017. The obtaining of the prestigious award for a minimalist design of our new collection “CANDY”, inspired by the beauty of common shapes and based on natural ergonomics of sitting and comfort, has convinced us that the Czech market is ready for new concepts and trends in the field of furniture, following up to the traditional nature of the material and harmony with the beauty of grown wood.

Tomáš Jelínek
JELÍNEK



Participation in Design Shaker 2017 was great experience and opportunity for us when we could present to the general public on what we are working and to enable our customers to directly try our products of the Trusella brand. Positive feedbacks of the trade fair visitors and winning of the GRAND PRIX main award, for which I am very grateful, confirmed to us that what we do, we are doing well and this leads us on the way to achievement of further steps. The pleasant atmosphere, excellent organisation of the trade fair and establishment of new contacts convinced us so much that we are glad to take part in next editions of the trade fair as well.

Dominik Trusina
TRUSELLA



LIST OF EXHIBITORS

DESIGN SHAKER

ADMONTER
ALAX spol. s r.o.
ALUVETRO SRL Unipersonale
ANCOR CZ s.r.o.
Ateliér LOXO – Iva Bastlová
AV DESIGN SRL
B2B Partner s.r.o.
Beline.cz – design furniture
Benlemi
BLACKBACK s.r.o.
by Jakub Velinsky
CasaMedinit „The made in Italy
Exhibition“
COPY GENERAL s.r.o.
CREÉR s.r.o.
Cremasco Illuminazione snc
ČERVA design s.r.o.
Dallmayr Vending & Office, k.s.
Design Fabrika
Digestoře SIRIUS s.r.o.
DISEMO s.r.o.
DOGE VENEZIANO SRL
Dominik Trusina – TRUSELLA
DOMOS SRL
ESTÉ
FAVOUR store s.r.o.
FLOWER COMPANY s.r.o.
FORM, spol. s r.o.
Goldensilver s.r.o.
H Design – John & Martin s.r.o.
Hana Kroa
Idea Gentlemen s.r.o.
Industrial 4 you
Ing. Eva Lövenhöferová
INNEX CZ s.r.o.

Integart CZ, s.r.o.
J. A. P. spol. s r.o.
Jana Borošová – ESHOP Spinkylinky
JELÍNEK – výroba nábytku s.r.o.
Kartoons
KONSEPTI, spol. s r.o.
KOOULE.CZ ALENA NOVOTNÁ
KREINER, spol. s r.o.
LE BON, spol. s r.o.
LIGHT ZONE
Linda Vřňáková – LIV
LUGI
Lumiart soft s.r.o.
LUSITO – Diana Turinová
Luxiom, s.r.o.
Martin Foret – HANG BIKE
Mendelova univerzita v Brně, Lesnická
a dřevařská fakulta
PAPER BAGS s.r.o. UASHMAMA
Paráda – prodej tkanin pro interiéry, s.r.o.
PREMIUM GASTRO
RIM
Rott Design s.r.o.
SEDEA, s.r.o.
SEXY FUSION – DESIGNOVÉ AUDIO
spoint distribution s.r.o.
STAR INTERIER
STUDIO KRYGI
TEKTEK
TON a.s.
TRIANT, spol. s r.o.
Vilém Duchoň – výroba čalouněného
nábytku
VIN DESIGN
Wiesner-Hager Project s.r.o.

SVĚTLO V ARCHITEKTUŘE

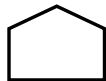
ARTEMIDE - SELENE
ASTRA Lighting
AULIX lighting
Blažek Glass
BOOBA
C.G.T.
Česká společnost pro osvětlování
Ekolamp
ESHOP SPINKYLINKY
HORMEN CE
Jan Storm Com
Kartell Lights
LEDKO
LIGHT ZONE
MAYBE STYLE
MEUBLE
Occhio store Praha
Osvětlovací technika Vít Pavlů
Paxi lighting
PROFI lighting
PROLICHT CZECH
ROON
SENGLED GmbH
SLV Czech
STILE ITALIANO DI PASQUALE
CANNANO
SVĚTLO - časopis o světle a osvětlování
(FCC PUBLIC)
Univerzita Tomáše Bati ve Zlíně
Vysoká škola výtvarných umění
v Bratislavě
WT-WINDOWS TOMORROW

WE EXPRESS OUR THANKS TO PARTNERS, EXHIBITORS AND VISITORS



21

exclusive
media
partners



80

exhibitors



35 384

visitors



CONTACTS



Mgr. Jana Kočíšková

Head of Department of Foreign Trade

+420 225 291 116

international@abf.cz



Junusmetova Ilona

Foreign Trade Manager

+420 225 291 185

junusmetova@abf.cz



www.designshaker.cz

Czech Ford is a proud titular partner of ABF a.s., and as such it has a possibility of presenting its cars at all large events on the PVA EXPO PRAGUE premises. We are very glad to use this privilege, because we have already verified that both visitors and exhibitors are interested very much in our models at individual trade fairs. For this reason we try to present, to both of these groups, especially our latest news suitable for business purposes, as well as private and family uses. They are moreover always full of modern technologies - and even there it is possible to see certain harmony with the agenda of the exhibitions held at the PVA EXPO PRAGUE Exhibition Centre. For this reason we consider partnership with ABF as an ideal symbiosis in which we would like to continue, of course.



Go Further

Libor Beneš
Marketing Manager, FORD MOTOR COMPANY, s.r.o.





LOOKING FORWARD
TO SEEING YOU

**DESIGN
SHAKER**

2018

22-25 MARCH