

# DESIGN SHAKER 2019

FINAL REPORT



TRADE FAIR FOR INTERIOR DESIGN  
21 - 24 MARCH 2019

Vytvořte si  
dokonalý domov  
na jednom  
místě



"The DESIGN SHAKER fair received unprecedented interest from both exhibitors and visitors this year. I am pleased that both the public and experts stopped viewing the exhibitions as just a showcase of various companies specializing in interior equipment and began to follow new trends and companies, which are provided with more and more space at the fair. This year was dedicated to Scandinavian design, which is one of my favourites. That is why I was very pleased to accept the offer for the post of curator." **Ing. arch. Hana Medková** | curator



**36 534**

visitors



**2 420 m<sup>2</sup>**

net exhibition area



**88**

exhibitors

OFFICIAL CARS



Go Further

## THE BEST COCKTAIL OF INTERIOR DESIGN

DESIGN SHAKER again presented contemporary interior trends to the public, creating a platform for personal meetings between and among creators, interior architects and manufacturers. This year's curator, Ing. arch. Hana Medková, was responsible for the selection of companies and exhibits. In the course of the event, significant personalities from the field presented themselves in lectures, workshops and other accompanying parts of the programme in the Media Café zone. Traditionally held within the largest spring set of trade fairs focused on housing, the fair attracted more than 36,000 visitors.

The visitors had the opportunity to explore the studios of interior architects and designers and talk with them about design and architecture or see their completed projects, as well as consult experts on their own projects or ideas. MEDIA CAFÉ, where most of the accompanying programmes and events took place, was again the centre of the entire fair.



... AND SOMETHING EXTRA -

## A ROCK PARTY

A gala evening for the exhibitors was held on the second day of the fair at Rock Café, this time in rock style. The results of the GRAND PRIX and TOP EXPO professional competitions were announced during the evening. The highlight of the programme was a concert of the most successful Queen tribute band - Queenie. The show was followed by an entertainment programme - dance and a raffle.



WHAT COULD BE SEEN?

## BIG DEAL

In this section, both established and newly created brands and studios were presented in the form of their own exhibitions.



## FRESH SPACE

Young and emerging creators, small studios and design solitaires presented themselves in a simple form of atypical cubicles.



## DESIGN SHAKER OPENING

On Thursday, 21 March, starting at 3:00 p.m., the B2B **Design Shaker Opening** ceremony took place on the programme stage at Media Café with the announcement of the winners of the Furniture of the Year 2019 competition, traditionally organized by the Czech Furniture Makers Association.

Pavel Anděl started the Opening by welcoming the guests, and the director of the set of fairs Maria Wohrabová presented the news of this year's set of fairs and their development. The curator Hana Medková talked about the criteria used to choose companies for Design Shaker and about what she found the most interesting this year. The designer and teacher Ferdinand Chrenka from the Academy of Fine Arts and Design in Bratislava – and the chairman of the Grand Prix expert committee – spoke about what he considers to be characteristic for Czech and Slovak design. He also opened the exhibition of luminaires by the students of the Academy of Fine Arts and Design in Bratislava, organized as part of the Light in Architecture exhibition in Hall 6.

Patrick Heijnen, a foreign guest representing the company ARTE, presented a unique collection which was created in cooperation with the MOOOI brand and which was introduced for the first time in the Czech Republic within Design Shaker. The designer Iva Bastlová presented her own project, Model Flat, in Entrance Hall II. In line with the tradition, this was followed by a tour of the fair, subsequently enriched with the Light in Architecture exhibition in Hall 6, where the Opening continued with the announcement of the awards of the Světlo journal.



## FURNITURE OF THE YEAR 2019

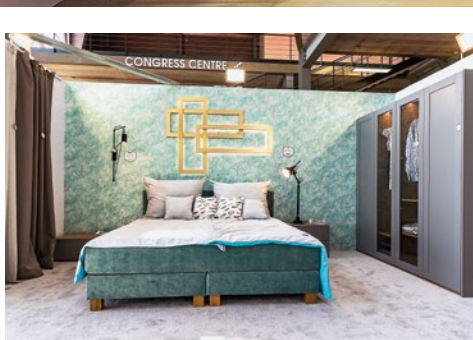
NÁBYTEK ROKU

2019

The winners of the Furniture of the Year 2019 competition, organized annually by the Czech Furniture Makers Association, were announced within the gala opening by President Martin Čudka and Secretary Tomáš Lukeš, representing the Czech Furniture Makers Association. The Furniture of the Year 2019 prize was awarded to TON a.s. for its CHIPS lounge chair, designed by the Czech designer Lucie Koldová. The evaluation committee concluded unanimously: "What the committee appreciated in the CHIPS chair was the shape design in the spirit of TON products, as well as the great invention of the shape based on the design of bent furniture." Visitors could see a selection of the winning exhibits in the DESIGN GALLERY within the Design Shaker fair.



Foto: TON a.s.



## A MODEL FLAT

in the style of digital romanticism.

For the first time at the Design Shaker fair, there was an exhibition called Model Flat, designed by the designer Iva Bastlová in the style of digital romanticism. It was a fully furnished flat on 90 m<sup>2</sup>, where visitors could see the bedroom, bathroom and kitchen connected with the living room. All equipment was designed and manufactured specifically for the occasion. Every day, there was a guided tour with the designer. A publication with advice and tips was also published for the exhibition.



## A DAY IN THE SCANDINAVIAN STYLE.

Friday was in the Scandinavian spirit. The day started with a gala opening in the presence of significant guests – representatives of Scandinavian countries and partners. The whole day was hosted by Pavel Anděl. In addition, companies representing the Nordic countries at the fair also presented themselves on this day. In cooperation with the representatives of institutions and partners, a thematic accompanying programme was held, full of information about Nordic products and design.

The day also included the following events:

A set of lectures on:  
**SUSTAINABLE DEVELOPMENT AS A PART OF DESIGNER FURNITURE CREATION**, organizer: Czech Furniture Makers Association and IKEA Purchasing Services (Czech Republic) spol. s r.o.

Lectures:  
**THE DNA OF GOOD DESIGN IS THE BOCONCEPT BRAND DNA**, organizer: BoConcept  
**HAVING A SAUNA IN THE NORDIC STYLE**, organizer: Czech Association of Sauna Masters,  
**NORDIC DESIGN AND THE ESSENCE OF ITS MAGIC**, organizer: Hana Kroa





# WORKSHOPS, INTERVIEWS, LECTURES ...

Central stage | Media Café | Hall 3

A selection of topics from the accompanying programme:

- The past versus future of visualization
- The future of offices is green
- Plastic fantastic
- Innovative design using natural veneer materials in the interior
- Renovation with architects can pleasantly surprise you
- Workshop on living spaces
- Acoustic designer natural veneer materials in the interior
- Exploring designer interior and keeping your own direction and style
- Sleep evolution and current trends in healthy sleep
- A matter of the heart, or the houseboat gets a second chance
- Feng Shui living room
- Digital romanticism and other trends
- Art in the interior



# GRAND PRIX

A COMPETITION FOR THE BEST EXHIBIT/TECHNOLOGY

1st place

Company: BRIK a.s.

Exhibit: ŠTÓS bookcase

Reasons: A balanced design created with maximum sensitivity and humility

2nd place

Company: Hafele Czech & Slovakia s.r.o.

Exhibit: Multifunctional mirror

Reasons: Uncompromising, technologically innovative product





# TOP EXPO

A COMPETITION FOR THE MOST IMPRESSIVE  
EXPOSITION

Main prize

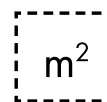
Company: EUROPLAC, s.r.o.

For using the product assortment in the design  
of the exhibition

# LIGHT

# IN ARCHITECTURE

THE 6<sup>TH</sup> SPECIALIZED EXHIBITION OF  
LUMINAIRES, DESIGN AND ACCESSORIES



**500 m<sup>2</sup>**

net exhibition area



**25**

exhibitors

Media partner

**SVĚTLO**

časopis pro světlo a osvětlování

## PROFESSIONALISM, TOP PRODUCTS, INSPIRATION AND COMPREHENSIVE INFORMATION ... IN THE BEST LIGHT ...

New trends, news and technologies of Czech and world brands in the field were again presented at this unique event, with students of selected schools exhibiting their original semester and final works.

The exhibition is intended primarily for the professional public, but it also aims to inspire those interested in this topic from among the general public.

In addition to familiarizing themselves with the products presented by the exhibiting company, the professional public and those interested in high-quality lighting had the opportunity to participate in an attractive accompanying programme which, thanks to cooperation with professional partners, was of a high professional standard.



# GRAND PRIX

A COMPETITION FOR THE  
BEST EXHIBIT/TECHNOLOGY

Main price  
Company: Halla, a.s.,  
Exhibit: Bent luminaire

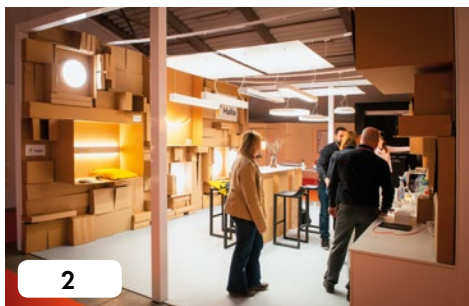
Reasons: A pleasant playful solitaire within the product portfolio of Halla, a.s., of high quality both technically and technologically.



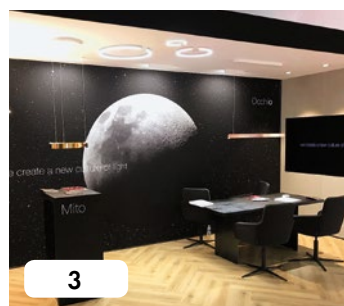
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## TOP EXPO

A COMPETITION FOR THE MOST IMPRESSIVE EXPOSITION



2



3

Main prize

Company: PROLICHT CZECH s.r.o.  
for the perfect architectural design of the exhibition (Fig. 1)

Certificate of merit.

Company: Halla, a.s.  
for the witty use of packaging material in the architectural design of the exhibition (Fig. 2)

Company: OCCHIO STORE PRAHA  
for the utilitarian, visually clean solution of the exhibition dominated by the exhibits (Fig. 3)

# ACCOMPANYING PROGRAMME

## A BLOCK OF PROFESSIONAL LECTURES

Organizer and expert guarantor: Světlo v praxi

- Office lighting trends
- Lighting control
- BIM - building information modelling
- Testing LED sources for home
- LED lamp parameters
- Lighting from a study to project implementation from the architect's perspective

## A BLOCK OF PROFESSIONAL LECTURES

Organizer: ABF, a.s. | Expert guarantor: Czech Society for Lighting

- Evaluation of colour rendering for artificial light sources
- Biodynamic lighting aspects
- Light pollution versus architectural lighting
- The human - the impact of light and the environment
- Day lighting and shading of buildings

## PROFESSIONAL SEMINAR - THE LATEST TRENDS AND INNOVATION IN LIGHTING

Organizer: SEVEN, The Energy Efficiency Center, z.ú. as part of the Premiulight Pro project

- High-quality and efficient lighting
- Working with artificial light from the lighting technician's perspective
- Working with artificial light from the architect's perspective
- Health aspects of light - biological and medical perspectives
- Innovation and news from practice

**LECTURE** | Organizer: Halla, a.s.

Light in schools as a tool for concentration and relaxation.

## ADVISORY CENTRE FOR LIGHT AND LIGHTING.

Organizer: Světlo and ABF, a.s. | Expert guarantor: METROLUX

### ACCOMPANYING PROGRAMME PARTNERS.

Světlo, Světlo v praxi, Czech Society for Lighting, Halla, SEVEN, The Energy Efficiency Center, METROLUX, Osvětlovací technika Vít Pavlů



## LIGHT IN ARCHITECTURE - THE OPENING

with an award ceremony of the Světlo journal.  
A B2B meeting of exhibitors, partners and other guests.

# AWARD CEREMONY OF THE SVĚTLO JOURNAL

As part of the exhibition, the expert committee of the Světlo journal traditionally awards prizes to the best exhibits, this time to the following:

## MAIN PRIZES

Company: C.G.T. s.r.o.

For the Sentinel luminaire, designer: Martin Tochaczek (Fig. 1)

Company: PROLICHT CZECH s.r.o.

For the Sign Diva Dancer luminaire (Fig. 6)

Company: Occhio Store Praha.

For the Mito luminaire, designers: Axel Meise and Christoph Kügler (Fig. 5)

## CERTIFICATES OF MERIT

Company: td\_lamps

For the Taboo luminaire, designer: Tomáš Dvořák (Fig. 4)

Company: Halla, a.s.

For the Bent luminaire, designer: Šimona Hrušková (Fig. 3)

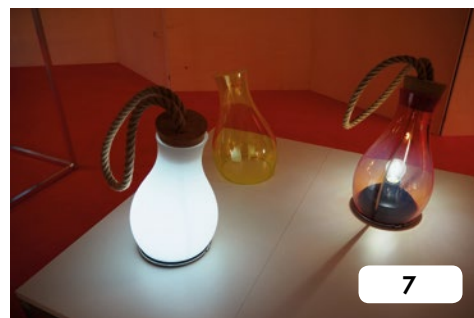
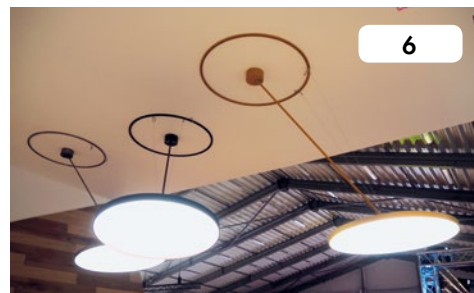
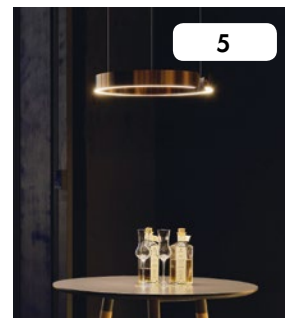
Company: Artemide - Selene spol. s r.o.

For the Cata luminaire, designer: Carlotta de Bevilacqua (Fig. 2)

## SPECIAL PRIZE

Student work - SAC luminaire, designer: Tomáš Jančařík, Academy of Fine Arts and Design in Bratislava, Doc. Ferdinand Chrenka's Studio (Fig. 7)





# MEDIA CAMPAIGN OF THE SPRING SET OF TRADE FAIRS

## TRADE MAGAZINES AND JOURNALS:

Architect+, ASB, ASB SK, Design Home & Garden, Domov, Dřevostavitel, Dřevo & stavby, Elektro, H.O.M.I.E, HOME, Infopanel, Interiéry, Intro, Inzertní časopis s TV, Kde Chci Bydlet, Moj dom SK, Moje bydlení, Náš útulný byt, Pěkné bydlení, Sofie Bydlení, Stavebnictvo a byvanie, Světlo, TERRA, Tina Bydlíme, EkoByvanie SK, UNIFORM

## DIRECT MAILING:

G Servis, architects, designers, interior studios, spa towns, mailing to a database of professional dealers, mailing to the complete database of ABF clients, associations of architects and designers, mayors of towns and municipalities, Stavební bytové družstvo Praha (Prague Building Housing Cooperative), selected schools

## NEWSPAPERS, MAGAZINES:

METRO, Letňanské listy, 90 dní v Praze, Deník, Deník Extra, Grand reality

## PROMOTION AT AQUAPALACE:

A1 posters, LCD spots, Aquapalace Prague Facebook

## PROMOTION AT THE LETŇANY SHOPPING CENTRE:

A1 posters, a radio spot at the Letňany Shopping Centre, a banner at [www.oc-letnany.cz](http://www.oc-letnany.cz), Letňany Shopping Centre Facebook

## V CAMPAIGN: TV NOVA , TV Bydlení, TV Architect

## RADIOS:

Blaník, Hitrádio City 93,7 FM, Fajn Radio, Oldies Radio, Frekvence 1, Evropa 2, Dance Radio, Rádio Bonton, Český rozhlas

## OUTDOOR ADVERTISING:

billboards, bigboards, B1 posters on metro escalators, tram side advertising

## PPC CAMPAIGN:

a targeted online campaign within the internet advertising space on Facebook, Instagram, Google and Seznam

## FACEBOOK, INSTAGRAM





## EXHIBITORS' EVALUATIONS



I consider Design Shaker to be one of the best housing and interior events for end customers in the Czech Republic. That's why I work regularly on the accompanying programmes and I'm very happy that the attendance has been growing and that the feedback has been very positive. This year was a turning point for me. Instead of Exposition the Scene: Inspiration & Trends exhibition, my team and I prepared a model flat, which aroused interest above our expectations. I'm very pleased that people are interested in their housing, and I hope that this trend will continue to grow.

Ing. Iva Bastlová, DiS. designer and publisher of the Interiéry journal



Our view of Design Shaker is very positive. As newcomers, we didn't know what we were going into, but our both enthusiastic and impatient expectations were completely satisfied. We went on the Czech market to present electric fireplaces as most visitors don't know them. These are not "baumarkt" models, but real designer models by FABER and Magic Fire, which not only beautify the interior and help maintain the interior humidity, but also answer the question asked by owners of passive and low-energy houses. I want a fireplace, but which one? Design Shaker was the right injection and support for our business, as well as the pleasant discovery that people are starting to think more of themselves and want to enjoy their free time together in a comfortable environment, taking into account the environment as well. So see you again next year. Many thanks also go to the whole organizational team. Thank you very much.

Ing. Jana Zelenková  
BABYLON Plus s.r.o. with the Palác krbů  
showroom



It was our first exhibition in Bohemia. This is exactly how we imagined the course, attendance, response, organization and communication with the exhibition centre, so we take this experience as a reference value of how we would imagine the benefit of the fair for our company in the future. We also appreciate cooperation with the organizational team, professionalism and willingness. Based on the fair, we wanted to decide how our startup would continue with a new product, unknown in our region. Our gas fire pits integrated into tables are very specific, so we were really interested in the feedback from visitors. The results of the test could not have been better. New faces that didn't hide positive impressions, praise and subsequent orders were motivating. Even though we live in a modern age characterized by electronic communications, social networks and smartphones, we have perfectly realized the power and necessity of personal contact, especially for a product like ours, where you can sit down, looking into the fire, feeling its heat and light and realizing that it is a pleasant feeling deeply encoded in our instincts. We believe that it's better to experience something once than see it more times in a magazine or on a banner. Thank you for creating great conditions to make this opportunity happen.

Ján Jedinák,  
ELEMENTI Slovakia, s.r.o..



We didn't contemplate participating in the Design Shaker 2019 interior design fair for too long. For many years, our company has exclusively represented significant European producers of luxury wallpapers and home textiles in the Czech Republic and Slovakia. It was only last year that we opened our showroom in Prague-Holešovice, so it was important for us to present ourselves in this form as well. At the opening party, together with our Belgian colleague, we presented an absolutely new product on the market - a unique collection of wallpapers created by joining two major brands: iconic MOOOI and ARTE - a traditional Belgian wallpaper manufacturer. We conceived our participation in the exhibition not only as a presentation of our suppliers' new products, but also as a form of education of mainly end customers. We didn't expect that our exhibition would receive such interest. Many of the visitors didn't hide their astonishment and admiration, especially for the materials from which the wallpapers are made nowadays. Therefore, we believe that designers, architects and lovers of good taste will increasingly use wallpapers for their interior projects. They definitely deserve your attention!

Dagmar Vojtová  
Project Manager,  
HORUS TRADE spol. s r.o.

## LIST OF EXHIBITORS



ADMONTER Holzindustrie AG  
ALAX spol. s r.o.  
ANCOR CZ s.r.o.  
Aqua Angles EUROPE, s.r.o.  
archinfo.sk  
arki  
Asociace českých nábytkářů  
BABYLON Plus s.r.o.  
BOHEMIA PARKET s.r.o.  
BRIK a.s.  
Burda International CZ s.r.o.  
casamoderna s.r.o.  
D1ONE by Konsepti  
DECO LOCO - LUSITO - Diana Turinová  
DECOLAND - BoConcept  
Design living concept  
Design natureza s.r.o.  
Digestoře SIRIUS s.r.o.  
DÖMARK Praha s.r.o.  
DREVBÝT Ing. Peter Palatinus  
Dřevomateriál s.r.o.  
ELEMENTI Slovakia, s.r.o.  
Europlac, s.r.o.  
Event Selection s.r.o.  
EXIT 112 s.r.o.  
EXTORI  
Favia s.r.o.  
FAVOUR store s.r.o.  
FORM, spol. s r.o.  
GF Panels s.r.o.  
Hafele Czech & Slovakia s.r.o.  
Hana Kroa  
HORNBACK  
HORUS TRADE, spol. s r.o.,  
organizační složka  
i | art - Ivan Jurečka  
Ing. Elemír Kubíni  
Ing. Iva Bastlová, DiS.  
Ing. Ladislav Morávek

INTEA SERVICE s.r.o.  
Internetové vlnařství  
Jakub Velínský  
Jan Vlach  
Kartell  
LD seating s.r.o.  
LE BON, spol. s r.o.  
Livefordetails Art  
- Autorská tvorba obrazů a dekorací  
IVANA MAŠKOVÁ, KLÁRA MAŠKOVÁ  
Living Media s.r.o.  
Lumion - lumiartsoft s.r.o.  
Mendelova univerzita v Brně  
MOODEN s.r.o.  
NESIA trade s.r.o.  
P.M.H.- Invest & Trade spol. s r.o.  
Pavel Šmíd  
POLSTRIN DESIGN, s.r.o.  
QLOCKTWO - Klenotnictví Dušák  
Qybic s.r.o.  
RIM - CZ, spol. s r.o.  
ROMVEL, s.r.o.  
Rottdesign s.r.o.  
Sakypaky s.r.o.  
SALU Systems, s.r.o.  
Santal s.r.o.  
SCANDIUM s.r.o.  
SEDEA, s.r.o.  
SITUS  
Studio Evalofa  
TEEK - nábytek - terasy - pergoly  
The Greenest Company s.r.o.  
TON a.s.  
TRIANT spol. s r.o.  
Vespera design s.r.o.  
Vilém Duchoň  
- výroba čalouněného nábytku  
WAGA s.r.o.



A-LIGHT s.r.o.  
ArtCrystal Tomeš s.r.o.  
ARTEMIDE - SELENE spol. s r.o.  
BOOBA s.r.o.  
C.G.T. s.r.o.  
eD system a.s.  
ELUSIA s.r.o.  
Halla, a.s.  
L E D O C O M , spol. s r.o.  
LUMINEX s.r.o.  
LUSITO - Diana Turinová  
McLED s.r.o.  
Occhio store Praha  
Osvětlovací technika Vít Pavlů, s.r.o.  
Porcelánová výroba Mulier s.r.o.  
PRESBETON Nova, s.r.o.  
PROLICHT CZECH s.r.o.  
ROON s.r.o.  
SLV Czech s.r.o.  
Světlo Boží  
SVĚTLO - časopis o světle a osvětlování  
(FCC PUBLIC)  
td\_lamps  
Univerzita Tomáše Bati ve Zlíně  
Vysoká škola výtvarných umění v Bratislavě  
WT-WINDOWS TOMORROW s.r.o.

## THANKS TO PARTNERS, EXHIBITORS AND VISITORS

We would like to thank everyone who participated in the preparation of Design Shaker and Light in Architecture, as well as to all exhibitors who devoted their efforts to the preparation of their original exhibitions and again presented inspiring, interesting and unique design. We also thank visitors and all fans of high-quality design. We believe that this year's fair has met your expectations and we are looking forward to the next year's fair, held in spring 2020.

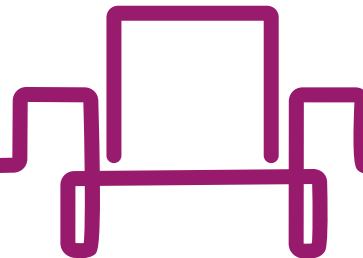
### Contact

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[www.svetlovarchitektura.cz](http://www.svetlovarchitektura.cz)  
[www.designshaker.cz](http://www.designshaker.cz)



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[#svetlovarchitektura](https://www.instagram.com/svetlovarchitektura)



GALLERY  
DESIGN SHAKER







GALLERY  
LIGHT IN ARCHITECTURE





WE ARE LOOKING  
FORWARD TO YOU  
AT THE INTERIOR DESIGN FAIRS  
IN 2020



DESIGN SHAKER  
BATHROOM DESIGN

26-29 March 2020