

# DESIGN SHAKER 2020



**PVA**  
EXPO PRAGUE

9<sup>TH</sup> SELECTIVE FAIR FOR INTERIOR DESIGN  
26-29 March 2020

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

# DESIGN SHAKER 2020

**SIMULTANEOUSLY HELD WITH:**

**DESIGN IN THE BATHROOM**

an exhibition of bathroom design, furnishings, fixtures and fittings  
(biennial, alternating with the LIGHT IN ARCHITECTURE event)

**FOR INTERIOR  
FOR HABITAT  
FOR GARDEN**

VENUE:  
**PVA EXPO PRAGUE**

ORGANISER:  
**ABF a.s.**

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

# DESIGN SHAKER 2020

## OMNIPRESENT DESIGN...

- we perceive it with all senses
- it evokes feelings
- it influences us emotionally

## ... IT IS EVERYWHERE AROUND US

The 9<sup>th</sup> year of DESIGN SHAKER will traditionally introduce companies, studios and designers that bring originality, invention and quality to the area of interior design.

It is a unique place to get new information, find inspiration and meet professionals in the field of housing. Combining closely cooperating professions, it is divided into two sections:

### BIG DEAL

A selection of top Czech manufacturers and presentation of the most famous foreign brands

### FRESH SPACE

Product and starting designers working under their own brands, architectural and design studios

**LOCATION** WITHIN THE PVA EXPO PRAGUE AREA: **HALL 3** and **HALL 6**

**THEMATIC DAY** FOR 2020: **GERMAN DESIGN**

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

# DESIGN SHAKER 2020

## DESIGN SHAKER...

- a selective exhibition of interior and exterior design, guaranteed by a curator
- introduces companies, studios and designers whose work brings invention to the area of interior design and guarantees a high standard of the fair
- introduces high-quality design – both product design and services provided by architectural and designer studios

## CURATOR FOR 2020

Veronika Loušová, designer and founder of CZECHDESIGN

DESIGN SHAKER 2019 in figures:



**36 534**

visitors



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

net exhibition area



**88**

exhibitors

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

# DESIGN SHAKER 2020

## ACCOMPANYING PROGRAM...

- DESIGN SHAKER OPENING  
a ceremonial opening of the trade fair, press conference of the Czech Furniture Makers Association,  
a meeting of the invited designers and architects,  
Furniture 2020 awards ceremony
- GERMAN DESIGN DAY  
presentation of German companies representing German interior design  
and other products, lectures and interviews on German design
- DESIGN CAFE - Hall 3 stage  
lectures, workshops, interviews, company presentations, video projections
- DESIGN IN THE BATHROOM - Hall 6  
a follow-up exhibition of bathroom design, furnishings, fixtures and fittings
- Social evening

## VISITOR STRUCTURE

- PROFESSIONAL PUBLIC | architects, designers, dealers and people from the industry who are invited purposefully
- GENERAL PUBLIC | people interested in housing and design, people who build, renovate or furnish

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

## PRESENTATION POSSIBILITIES AND PRICES...

- **BIG DEAL SECTION - exhibition area itself**

**Price per m<sup>2</sup>**

- as per the price list and depending on the size of the area and location **EUR 46-82**

Registration fee: **EUR 168**

Liability insurance: **EUR 46**

Technical services (recommended, optional):

Basic electricity supply: up to 2 kW - **EUR 168**

Parking card: **EUR 28**

Prices do not include VAT. | See also the quote form.

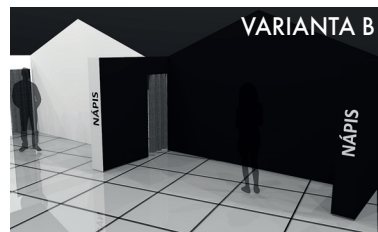
- **FRESH SPACE SECTION - OPTION A**

Price EUR 455 (area 4 m<sup>2</sup>, construction, registration fee)

- **FRESH SPACE SECTION - OPTION B**

Price EUR 896 (area 7 m<sup>2</sup>, construction, registration fee)

All prices are given without VAT.



# DESIGN SHAKER 2020

## GERMAN DESIGN DAY AT DESIGN SHAKER

A country selected for DESIGN SHAKER 2020 is Germany.

Date: **Friday, 27 March 2020, 10 a.m.–6 p.m.**

Venue: **Hall 3, DESIGN CAFÉ and individual expositions**

### PROGRAMME:

10:30–11:30 a.m. COFFEE BREAK

opening, introduction – representatives of the German embassy and institutions, organizer, selected personalities, refreshments in German style, promotion of German brands

11:30 a.m.–6:00 p.m.

lectures by designers and architects, interviews, presentations of individual companies representing German products in the Czech Republic, etc.

**PRESENTATIONS OF THE COMPANIES  
REPRESENTING GERMAN PRODUCTS**

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

# DESIGN SHAKER 2020

## PROMOTION ON THE GERMANY DESIGN DAY

**As part of the media campaign – dates: approx. from 12/2019 to 3/2020**

- within the PR for the fair: articles, invitations, news, etc.
- within Internet campaigns
- on social networks

### **Additional services**

- information on individual exhibitions with German products at [www.designshaker.cz](http://www.designshaker.cz), [www.forinterior.cz](http://www.forinterior.cz) and ABF social networks with links to individual company websites
- invitation to the official websites of DESIGN SHAKER and FOR INTERIOR
- invitation on FB, photos on IG
- promotional material on the German Design Day (distribution to visitors at the fair)
- videos with company presentations on a large screen at DESIGN SHAKER in DESIGN MEDIA CAFÉ on 27 March 2020
- the number of printed and electronic complimentary tickets to the fair for the partners of the German Design Day as per agreement
- mailing with an invitation to the German Design Day to selected databases of visitors (architects, dealers and others)
- listing of collaborating institutions and partners on websites, flyers and other promotional materials

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





## A COURSE OF THE THEMATIC DAY

### IN SCANDINAVIAN STYLE | 2019

The Day in Scandinavian Style was started with a ceremonial opening in the presence of the Scandinavian countries' representatives and partners. There were also presentations of the companies representing the countries in the trade fair area and in cooperation with representatives of the institution and partners, as well as a thematic programme full of information.

### PRINTED FORM OF THE PROMOTION OF SCANDINAVIAN STYLE AT THE FAIR

**DEN VE SKANDINÁVSKÉM STYLU**

**KDY A KDE:**  
Pátek 22. 3. 2019  
10.30-17.00 hodin  
HALA 3  
DESIGN SHAKER  
MEDIA CAFÉ

**SPOLEČENSKÉ SETKÁNÍ, PŘEDNÁŠKY, PŘEDSTAVENÍ SKANDINÁVSKÝCH SPOLEČNOSTÍ A DESIGNERŮ**

**10.30-11.00 | ZAHÁJENÍ SE ZÁSTUPCI SKANDINÁVSKÝCH ZEMÍ**  
11.00-13.30 | **LIBRŽITELNÝ ROZVOJ JAKO SOUČÁST DESIGNOVÉ TVORBY NÁBYTKU - SOUDŮBR PŘEDNÁŠEK** Asociace českých nábykářů  
13.00-13.25 | **Je designová práce uměleckým designem?**  
13.25-13.45 | **Domeničův design a aplikace různých aspektů designu v nábytku**  
13.45-12.05 | **NEA strategie udrživosti**  
12.05-12.25 | **Další design oboustranných materiálů nábytku**  
12.35-12.55 | **Do je certifikace FSC?**  
12.55-13.15 | **Časť výrobků nábytku - zaměřit na náročný trh segmentu**  
13.15-13.30 | **Design a zeleň**  
13.45-14.30 | **SKANDINÁVSKÝ STYL JE TRENDY**  
14.30-15.30 | **„JINÁ“ DOBŘĚNÁ DESIGNU JE „JINÁ“ ZNAČKY BOCONCEPT**  
15.30-16.30 | **SAUNOVÁNÍ V SEVERSKÉM STYLU**  
16.30-17.00 | **SEVERSKÝ DESIGN A V ČEM TVOŘÍ JEHO KOUZLO**

**PVA EXPO PRAHA V LETNĚNECH**

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



# DESIGN SHAKER 2020

## EXHIBITION GROUNDS PLAN

- LAYOUT OF THE INDIVIDUAL CONCURRENT TRADE FAIRS

### Hall 1 | FOR GARDEN

14<sup>TH</sup> INTERNATIONAL TRADE FAIR FOR GARDEN ARCHITECTURE, GREENERY, FURNITURE, GARDEN AND MUNICIPAL TECHNOLOGIES

### Hall 2 and 5 | FOR INTERIOR

13<sup>TH</sup> INTERNATIONAL TRADE FAIR FOR FURNITURE, INTERIORS AND HOME ACCESSORIES

### Hall 3 | DESIGN SHAKER

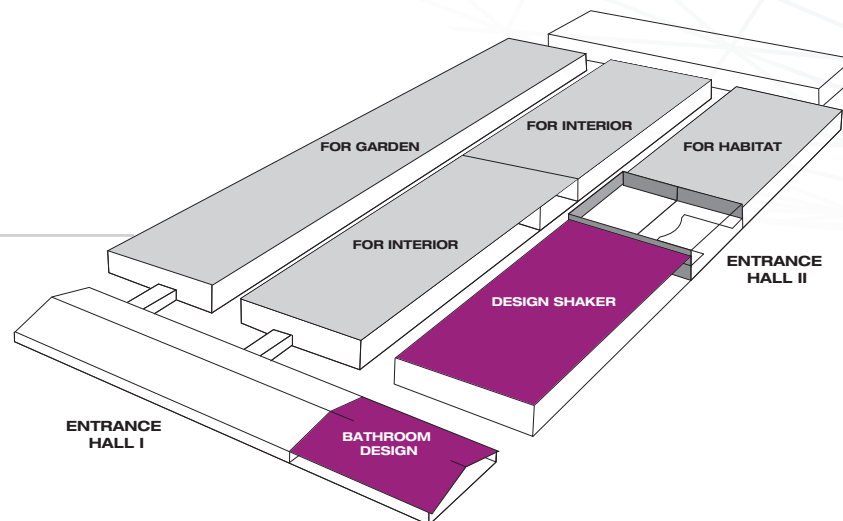
9<sup>TH</sup> SELECTIVE EXHIBITION FOR INTERIOR DESIGN

### Hall 4 | FOR HABITAT

27<sup>TH</sup> TRADE FAIR FOR HOUSING, CONSTRUCTION AND RENOVATION

### Hall 6 | DESIGN IN THE BATHROOM

AN EXHIBITION OF BATHROOM DESIGN, FURNISHINGS, FIXTURES AND FITTINGS

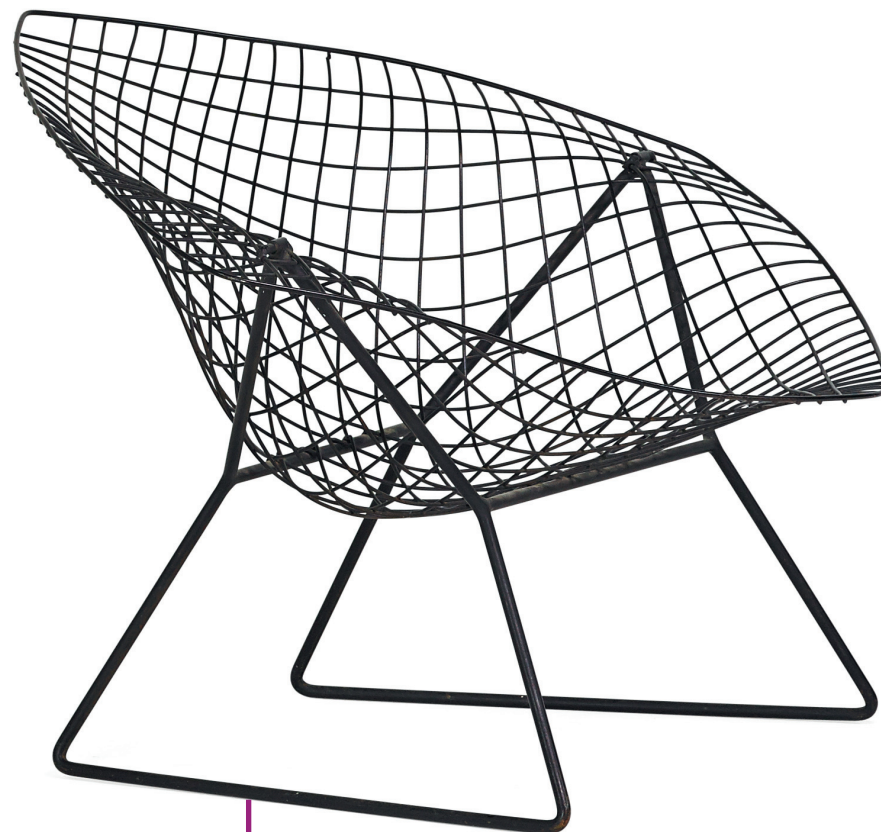


[www.designshaker.cz](http://www.designshaker.cz)  
[www.designvkoupelne.cz](http://www.designvkoupelne.cz)

## CONTACT INFORMATION

Foreign Trade Department  
Cell: +420 739 003 158  
E-mail: [international@abf.cz](mailto:international@abf.cz)

- ABF, a.s., Dělnická 213/12, 170 00 Prague 7 - Holešovice | [www.designshaker.cz](http://www.designshaker.cz)



**DESIGN  
SHAKER  
2020**