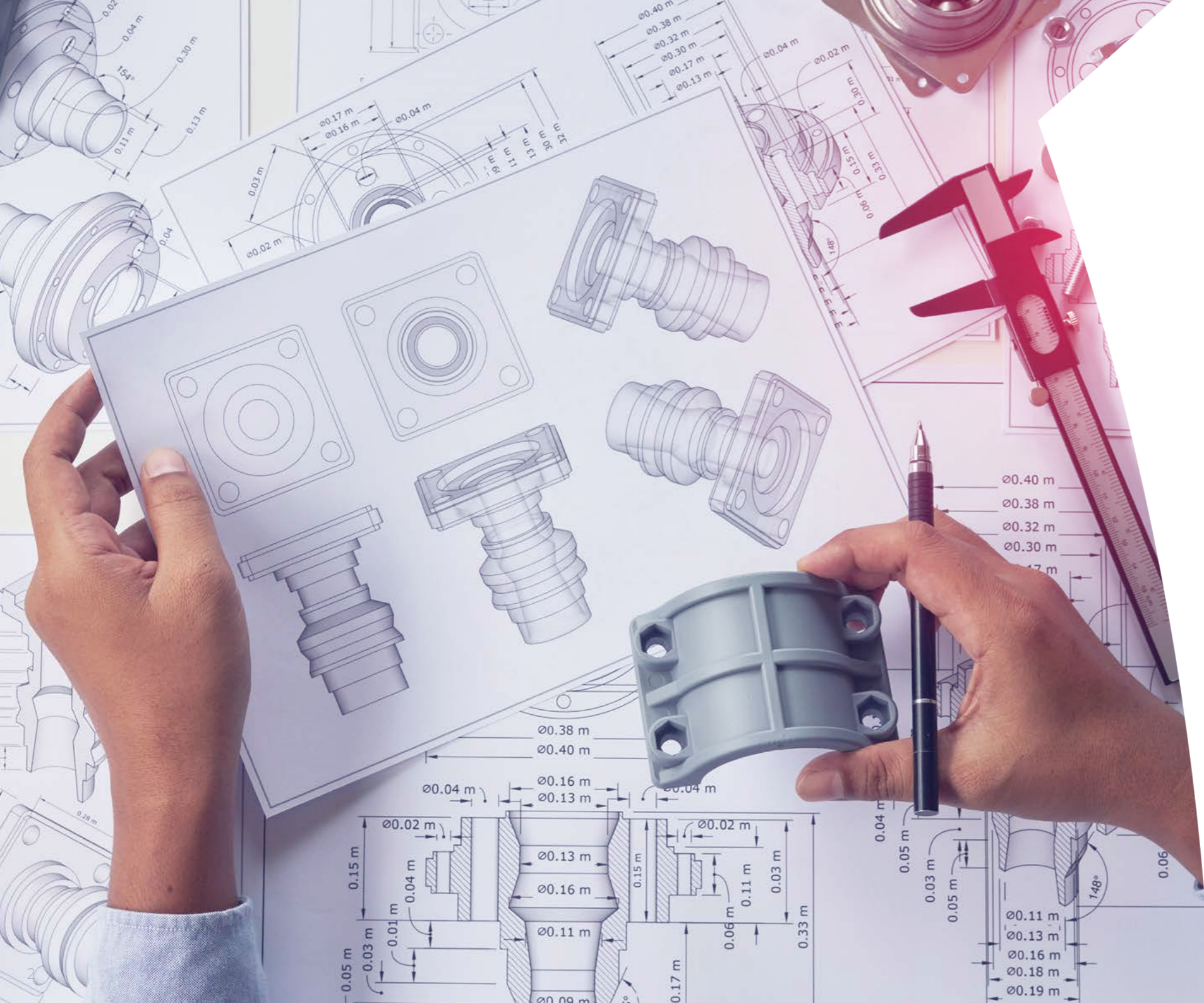


Industrial Design

Explore Czech Precision,
Quality and Craftsmanship.





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57 offices operating in
66 countries worldwide

About CzechTrade

The Czech Trade Promotion Agency is proud to present the Czech industry design sector.

This brochure aims to provide international audiences with an overview of the trade and manufacturing potential within Czech Republic's industrial design sector. The companies, design studios and designers featured herein represent a curated selection that offers a clearer insight into this dynamic field.

If you are interested in more information on Czech companies, please contact: supplier@czechtrade.cz

CzechTrade is a governmental trade promotion agency of the Czech Republic established by the Ministry of Industry and Trade. Its main objective is to develop international trade and cooperation between businesses in the Czech Republic and around the world. Wherever in the world you are, the agency is your official contact partner when looking for qualified Czech-based manufacturers and service providers.

- More than 25 years of professional partnership
- Free, mainly customised services
- 57 offices operating worldwide
- Excellent overview of Czech companies and their business potential

The perfect way to find your business partners

Sourcing Days / Tailored events to meet your needs

Specify your product/service requirements, define the qualifications required for your potential product and service supplier, and we will arrange one-to-one meetings followed by company visits in the Czech Republic. This service saves you time:

- Precise knowledge of Czech manufacturers and their production potential
- Custom market screening – we identify potential suppliers according to your requirements
- Supplier shortlist – after reviewing each applicant's profile, you can select the companies you wish to meet
- All-inclusive package – from providing meeting rooms to accompanying you to the companies' premises, we cover it all.

Czech Exporters Directory



Official online database of Czech exporters and the simplest tool to help you find potential business partners in the Czech Republic.

Czech Business Partner Search

If you are looking for a partner to assist you with production or you need a service provider, you can approach our experts with your specific request. CzechTrade will gladly help you to get in touch with the relevant Czech companies.



Personal consultation with our representative abroad



Online form

BusinessInfo.cz



The official business portal helping foreign businesses navigate the Czech business environment. Current information about the conditions for business, investment and trade opportunities on its website.



Craft and Creativity

Association of Czech Industrial Design

The Czech Republic is a country with a strong industrial tradition and developed craftsmanship, but it also wants to offer the world modern design with high added value. It was this idea that led to the birth of the Association of Czech Industrial Design (ACID) in the summer of 2020. Today the Association brings together the interests of more than 20 companies that have become leaders in their field – in addition to glassmakers and furniture companies, it comprises of a number of manufacturers for whom design is the path to success.

The Association strives to strengthen the position of the Czech Republic as a leading European industrial manufacturer, and to promote industrial design as a tool for innovation and competitiveness and one of the mainstays of Czech exports. It cooperates with state and educational institutions, aims to promote better conditions for business and intellectual property protection and to spread the good name of Czech design at home and abroad.



“We want to make it clear that Czech industrial design, together with technological innovation, will move our economy towards the developed world. We want to evolve our design and benefit from history, while looking forward at the same time,” explains Martin Wichterle, owner of the glass companies Bomma and Rückl, and Chairman of the Board of the ACID.

In the two and a half years of its existence, the Association has participated in a number of events and initiatives that have helped to promote the reputation of Czech industrial design and its high added value in international competition. The ACID has collaborated with the Moravian Gallery on a collection of contemporary design and fashion, which is exhibited at the renovated Museum of Decorative Arts in Brno under the name Art Design Fashion. The ACID has presented its members collectively at an outdoor exhibition at Prague’s Kampa Park and at the Designblok festival, while individual Association members have exhibited at countless prestigious fairs abroad, including Milan Design Week, ASLA EXPO /Conference on Landscape Architecture in San Francisco and Downtown Design in Dubai.

The Association as a whole has already presented its members three times: at Designblok, at Czech Design Day in Paris and most recently in London. It cooperates with the CzechTrade agency in preparing numerous events. The members of the ACID are also further developing their cooperation with key design schools, including UMRUM in Prague, UTB in Zlín and the Faculty of Design and Art at the University of West Bohemia in Pilsen.





Made in Czechia. A brand that sells

One of the efforts of the ACID is to participate in promoting the Czech Republic as a distinctive brand on world markets. A brand associated with the place of origin increases the competitiveness of Czech products and brings more opportunities and a better starting position abroad. In addition to the economic benefits of the Czech brand in the form of high added value, the emotional aspect associated with the expectation of quality and satisfaction is also important.

That is why, at the last year's Designblok, the ACID initiated a panel discussion which was to open the topic of the Czech Republic as a good trademark. Participants, including representatives of business and government, agreed that the promotion of the Czech Republic as a brand lacks a clear idea of what the name of the country should evoke in export and marketing. "We are still looking for our self-determination. The key to building a national brand is that it must be based on reality," says Kateřina Kadlecová, head of the family-owned spa manufacturer USSPA and Member of the Board of the ACID.

ACID members themselves want to set an example and proudly proclaim the Czech origin of their products to the world. An internal survey showed that three quarters of the companies associated in the ACID use the "Made in Czech Republic" or "Made in Czechia" label. For 63% of companies, Czech origin is an advantage on foreign markets.

Association of Czech Industrial Design in numbers

63.6%

Share of ACID members who have been active on the Czech market for more than a quarter of a century

432

Number of Czech and foreign patents, industrial or utility models, filed by ACID members

czk 7.3 billion

Turnover of ACID member companies in 2021

27

Number of countries where ACID members have foreign branches or subsidiaries



Association of Czech Industrial Design

www.acpd.cz/en/

History of Czech Industrial Design

Czech design is characterised by precision, craftsmanship and a typical Czech sense of humour and a distinctive concept. It stands at the interface between craft and art, influenced mainly by Cubism, Functionalism and a rich history.

Beginnings of Czech design

At the beginning of the 20th century, the Czech lands were dominated by the influence of Art Nouveau and mainly known for the works of Alfons Mucha and his original posters. The Viennese influence was also apparent. Cubism gradually penetrated into Czech art, inspired in particular by Pablo Picasso's work. Unlike abroad, Cubism in Czechoslovakia did not remain only on canvas - it spread into architecture, furniture and urban furnishings. One of its prominent representatives was the architect and designer Pavel Janák.

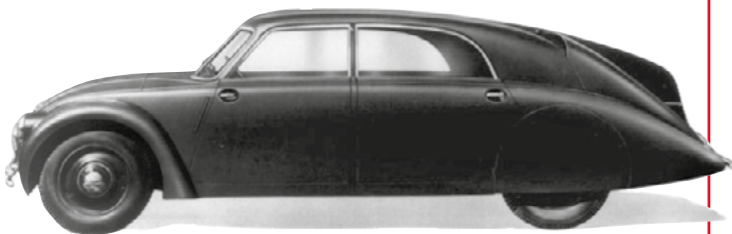


Photo by Museum of Decorative Arts in Prague

Czechoslovak design between the World Wars

This period is considered the golden age of Czech design when Functionalism and Art Deco reigned supreme. The development of the consumer and automotive industries brought an emphasis on simplicity, quality workmanship and the use of local materials. Manufacturers often collaborated with leading architects and designers such as Ladislav Žák, Jindřich Halabala and Josef Gočár. Iconic products of this period include composite and tubular metal furniture, Thonet chairs and the Tatra 77 automobile.

Czechoslovak design in the post-war period

The 1958 World Expo in Brussels was a major success for post-war Czechoslovakia, with the Czechoslovak pavilion winning the Gold Star and 170 other awards. Among the lauded were designers such as Alois Fišárek, Antonín Kybal and Zdeněk Kovář. During this period, the so-called Brussels style became popular, characterised by rounded curves and the use of new materials such as laminate, aluminium, formica and plywood.



Weltausstellung, Brüssel 1958, tschechischer Pavillon

1970s and 1980s

The political events of the late 1960s had a significant impact on artistic production - many artists went into exile, and the art scene was severely restricted. One important event was the Design and Plastic Materials exhibition in 1972, where Milan Knížák exhibited his work, among others. During that period, design mainly developed in enterprises and research institutes, including cooperatives such as Dřevotvar or Hikor, where the successful designer Vlastimil Teska was employed. Bořek Šípek was also a prominent personality of the 1980s, working mainly in the Netherlands and collaborating with the international brands like Vitra and Triade.



Photo by Museum of Decorative Arts in Prague

Post-1989

After the change of political regime in 1989, many state studios were closed down, but a number of designers returned from emigration and established their own studios. Smaller firms replaced the large state-owned enterprises, something that was particularly typical in the furniture industry. František Vízner, Bořek Šípek and Pavel Kmoč are among the important names of that period. Graphic design also flourished in the 1990s, when the NAJBRT studio created a visual style for the Ministry of Foreign Affairs of the Czech Republic. At the time, the state supported design through the Design Center of the Czech Republic.



Source: livebid.cz

Early 21st century

Globalisation has increased competitive pressure and business have come to understand the importance of design for success. Companies that have built their success on design management include Tescoma, Plastia and Škoda Auto. Important contemporary Czech designers include Maxim Velčovský, Lucie Koldová and the Olgoj Chorchoj studio. Since 2006, the Academy of Design of the Czech Republic has been awarding prominent designers for their work at the Czech Grand Design Awards. The most important event in the field of design is the annual international Designblok festival in Prague.

Notable Czech Designers



Adolf Loos, considered a pioneer of modern architecture, advocated for strictly functional and practical residential architecture. He designed more than 30 buildings and interiors in the Czech Republic, including iconic buildings such as the Müller Villa and the Winternitz Villa in Prague.

Jindřich Halabala, author of the unique bent steel furniture that influenced the appearance of homes in Central Europe between 1930 and 1950, made a significant impact in the field of industrial furniture production.



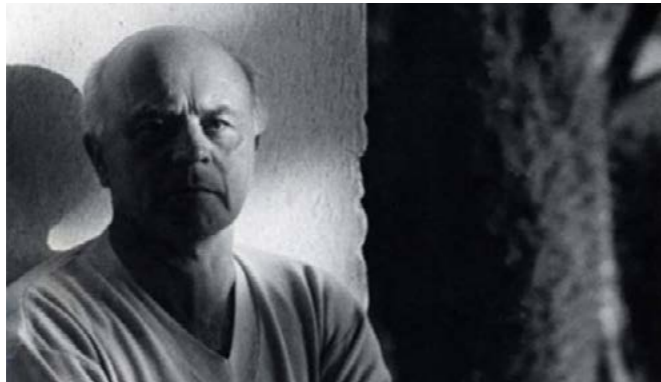
Zika and Lída Ascher gained worldwide recognition for their production of silk textiles with original prints. They were created by prominent artists and their fabrics were also used for the dresses of Britain's Princess Diana.



The versatile creator and modern designer **Ladislav Sutnar** modernised utilitarian objects, publications and toys.

He received several international awards for his work.

An important pioneer of Czech textile design in the 20th century was **Antonín Kybal** whose hand-woven tapestries decorated exclusive interiors, including the Czechoslovak presidential villa.



Bořek Šípek, a well-known Czech artist and architect, became famous worldwide for his works in glass and furniture. His pieces feature in many galleries and museums around the world, and as the 'court' architect of Prague Castle he has received many prestigious awards.

Jan Čtvrtník has worked internationally for i.e. NASA, IKEA and AEG, focussing on product and industrial design.



Eva Jiříčná, a prominent architect of Czech origin, lives and works mainly in London where she has designed three bridges and a number of important buildings. In the Czech Republic, she is known for the interior design of the Dancing House and the Orangery at Prague Castle.



Rony Plesl is a glass sculptor who creates limited collections under his own brand and cooperates with Czech glassworks such as BOMMA, Rückl and Lasvit.



Renowned Czech designer **Jiří Pelcl** designs public and private interiors and his work in the field of furniture, glass and porcelain design can be seen in many museums around the world.



Jan Kaplický, an architectural visionary, became known for his hi-tech buildings and organic experiments. His most famous works include the Selfridges department store in Birmingham and the Enzo Ferrari Museum in Modena, Italy.



Dominika Nell Applová, who co-designed the iPod and the first iPhone, also designed extravagant mobile phones for Siemens and collaborated on a Mars rover project for NASA.

Iconic Products of Czech Design

The **ETA 211** iron, designed by Stanislav Lachman, became one of the most distinctive Czech home appliances. With its futuristic design and modern approach, ETA targeted the international market where the iron won numerous awards.



Prim watches, crafted in Nové Město nad Metují, are iconic for their precision and timeless design. Celebrated globally, they gained recognition for custom models gifted to world leaders and athletes, symbolising Czech craftsmanship.



The iconic **Thonet Chair**, also known as Chair Number 14, was designed by Michael Thonet in 1861 and became famous for its hand-bent wood. Its popularity turned it into the first chair designed for factory production which is still successful today.



MERKUR is a Czech construction set that has been manufactured since the 1920s. Thanks to its accessibility and versatility this construction set was also used in serious research. For instance, Otto Wichterle used it to build the first experimental device for manufacturing contact lenses. In recent years, the company has also focused on educational tools, robotics and mechatronics.

LINET hospital beds combine cutting-edge design with functionality. The company has been cooperating with Czech designers for more than 20 years and is one of the leading innovators in the field. The Essenza 300 hospital bed designed by Divan Design is a winner of the DesignEuropa 2024 award.



Czech glass is renowned worldwide for its craftsmanship and a tradition dating back to the 16th century. The "500" pattern is an iconic design showcasing Czech precision, and Crystal BOHEMIA is one of the prominent Czech glassworks that uses this pattern on its products. Produced in regions like Kamenický Šenov and Nový Bor, it includes chandeliers, ornamental glass and unique pieces like the Tour de France trophies and UNESCO-protected Christmas ornaments.



Tatra, a symbol of Czech ingenuity, is renowned for its groundbreaking designs and advanced engineering. Historically, models like the Tatra 87, celebrated for its aerodynamic shape and technical innovation, stand as icons of 20th-century automotive design. Today, Tatra focuses exclusively on producing heavy-duty trucks, continuing its legacy of innovation in the automotive industry.



reddot design award



Take the awards listed in this brochure as a sample listing. All Red Dot Design Awards for Czech Design (Product Design) are available by scanning the QR code.



Year 2024



TATRA FORCE e-DRIVE Hydrogen
— Manufacturer: Tatra Trucks a.s.,
— In-house design: Radomír Smolka
— Design: Lukáš Taneček



Škoda ForCity Smart Bonn Low-floor Tram
— Manufacturer: ŠKODA group Plzeň
— In-house design



Plastia, Biowaste Container
— Manufacturer: PLASTIA s.r.o.
— Design: studio WRKS

Year 2023



LIKO-S OASIS®, Smart Meeting Room
— Manufacturer: LIKO-S a.s.
— In-house design: Orraine Williams, Jan Musil
— Design: studio reaktor s.r.o., Jakub Heidler, Jan Kačer



Hide and Seek, Upholstered Furniture
— Manufacturer: POLSTRIN DESIGN s.r.o.
— Design: Design Studio Lexová & Smetana



MOOVER, Pool Enclosure Electric Drive
— Manufacturer: Albixon a.s.
— In-house design: Jaroslav Smetana
— Design: EDAG ENGINEERING CZ spol. s r.o., Roman Šimčík

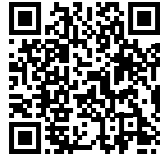


Recognoil 3 W, Surface Cleanliness Detector
— Manufacturer: TechTest s.r.o.
— Design: Martin Tvarůžek Design s.r.o., Martin Tvarůžek, David Semrád

Previous years



CleanAIR® Omnira COMBI air, Auto-Darkening Welding Helmet with Flip-up Front, 2022
— Manufacturer: MALINA - Safety s.r.o.
— In-house design: Milan Koucký



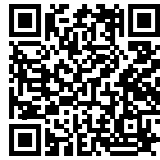
2N® IP Style, IP Intercom, 2022

- Manufacturer: 2N TELEKOMUNIKACE, a.s.
- Design: Nosal Design Studio



Spokar Paint Collection, Paintbrush Set, 2020

- Manufacturer: Spojené kartáčovny a.s.
- Design: Novague, Petr Novague



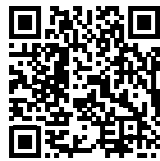
Libella Seat Varia, Wheelchair Seat, 2022

- Manufacturer: Libella design s.r.o.
- In-house design: Věra Kunhartová
- Design: Healthy design s.r.o.



noba digi mini, Noise Barrier System, 2020

- Manufacturer: mmcité+ a.s.
- Design: studio 519



Fashion Line, Tiny House, 2021

- Manufacturer: KOMA MODULAR
- In-house design: Adéla Bačová



AnyoneGo, Wheelchair for Dogs, 2021

- Manufacturer: AnyoneGo, s.r.o.
- In-house design: Jan Jiránek



PIRO, Ankle-Foot Orthosis, 2020

- Manufacturer: Invent Medical Group, s.r.o.
- In-house design: Tomáš Bouma



PURI, Basin Mixer, 2020

- Manufacturer: RAVAK a.s.
- Design: Nosal Design Studio, Kryštof Nosál



MICROOFFICE CUBIQ, Microoffice, 2019

- Manufacturer: SilentLab
- Design: Progres Atelier, Vojtěch Kaas, Jan Kalivoda



Talee, Cranial Orthosis, 2019

- Manufacturer: Invent Medical Group, s.r.o.
- In-house design: Aleš Grygar



Yedoo Wolfer, Scooter, 2016

- Manufacturer: INTREA-PIKO s.r.o.
- Design: Jaroslav Juřica, Lidečko



FCW 150, Boring and Milling Machine, 2016

- Manufacturer: Škoda Machine Tool a.s.
- Manufacturer: Hestego a.s.
- In-house design: Škoda Machine Tool a.s.
- Design: Martin Tvarůžek Design

Design-oriented Colleges and Universities



Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem (FUD UJEP)

The faculty, situated in North Bohemia, houses 18 studios under one roof, primarily specialising in design, applied arts, digital technologies and photography. At the Ústí School, the often-overused term “design” is traditionally understood to encompass authorial creation, emphasising both the aesthetic and utilitarian value of the produced artifacts.

www.fud.ujep.cz



Academy of Arts, Architecture and Design in Prague (UMPRUM)

UMPRUM offers education in 24 studios for approximately 500 students. The history of design at the school dates back to the School of Art in Zlín founded by Baťa in 1939. The Department of Design includes studios of industrial design, furniture and interior design and product design.

www.umprum.cz



Tomas Bata University in Zlín Faculty of Multimedia Communications

The faculty comprises 14 studios and offers programmes in design, film, animation and marketing communications. The design programmes include footwear, fashion, jewellery, product and industrial design, glass, game design and more. In 2023, there were 446 students studying at the school.

www.fmk.utb.cz



Brno University of Technology, Faculty of Mechanical Engineering

The programme combines engineering and design education, focusing on the theory and practical solutions of design problems in industrial products.

www.fme.vutbr.cz



Czech Technical University in Prague, Faculty of Architecture

The oldest Czech institution in the field of architecture offers programmes focused on architecture, urbanism, landscaping and design. Teaching takes place in vertical studios where students of different years of study all work together.

www.fa.cvut.cz



University of West Bohemia in Pilsen, Ladislav Sutnar Faculty of Design and Art

The modern art school combines design and applied art with new technologies and research. Students are engaged in socially beneficial and innovative projects under the guidance of renowned artists. The faculty builds on the legacy of Ladislav Sutnar, an important designer and Pilsen native.

www.fdu.zcu.cz



CzechTrade

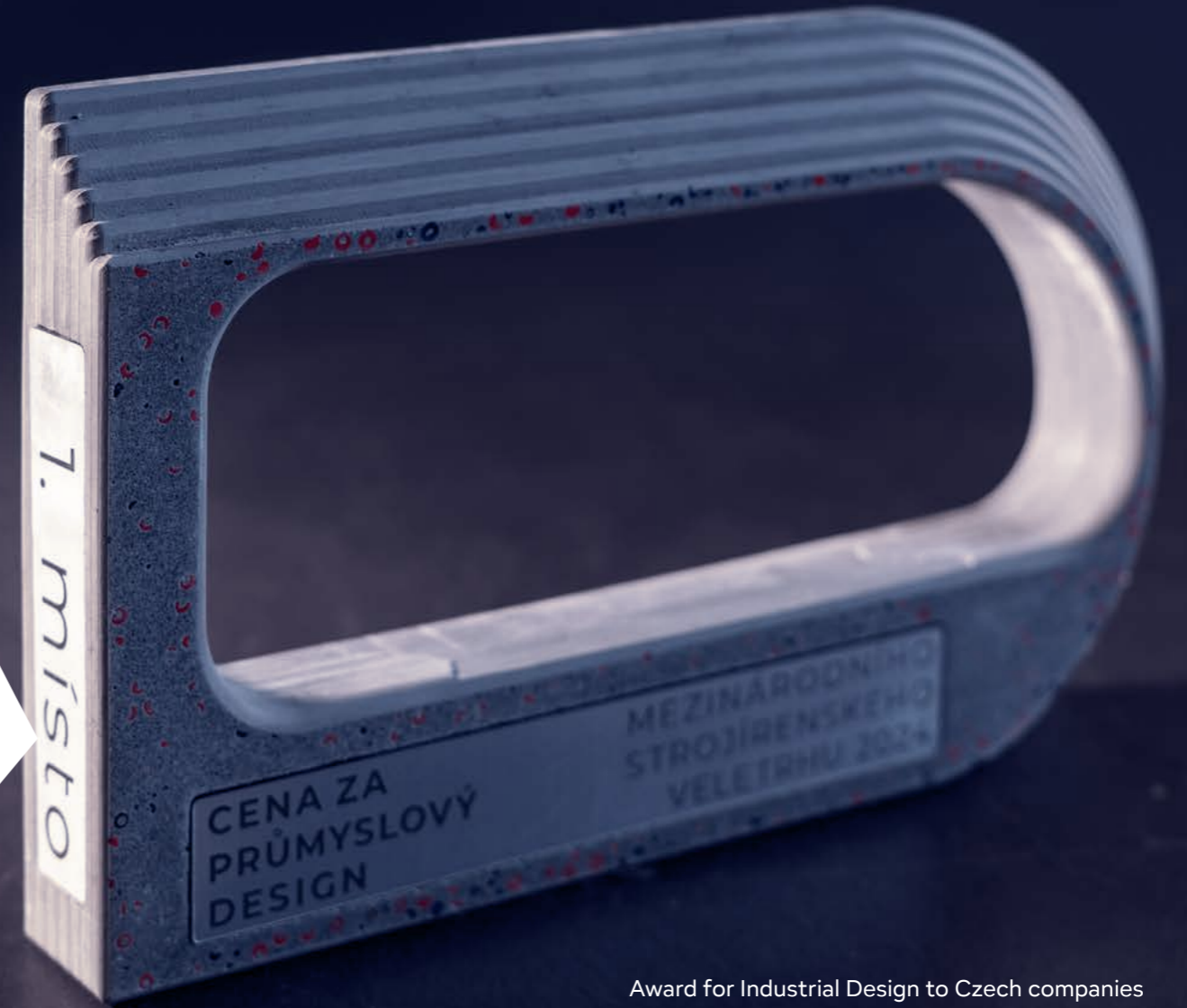
Design Center

The Design Center CzechTrade helps companies and designers establish a presence abroad by facilitating connections with foreign business partners, providing training for companies in design and creative industries, and promoting Czech industrial design at prestigious events, exhibitions and festivals worldwide. Involving professional designers in product development or innovation enhances product value and strengthens the competitiveness of Czech manufacturing companies as they expand into global markets.

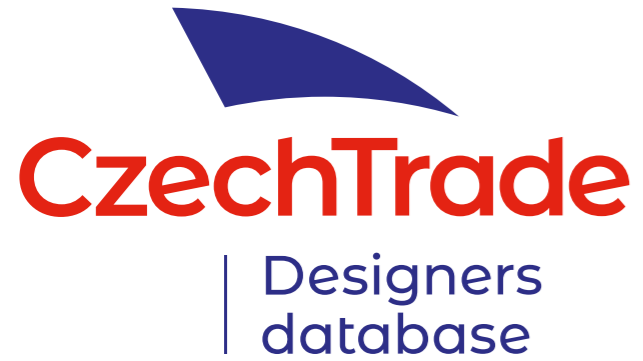
Key Activities:

- Connecting the creative and commercial spheres, aiming at international cooperation
- National platform for state support of design and coordinating design initiatives
- Information, advisory and subsidy services within the cultural and creative sector
- Individual collaboration with the designer of your choice from the Designers Database
- Professional training in design management
- Implementation in cooperation with the Ministry of Industry and Trade of the Czech Republic

The Design Center CzechTrade is a member of the Bureau of European Design Associations (BEDA).



Award for Industrial Design to Czech companies exhibiting at the International Engineering Fair 2024.



The CzechTrade Designers Database is one of the key initiatives of the Design Center CzechTrade. Its primary objectives are to effectively bridge the gap between the creative and commercial sectors and to promote design as a driver of diversity and competitiveness. Additionally, the project aims to provide valuable information and support to companies and professionals navigating the cultural and creative industries, with a strong focus on fostering international cooperation. All these efforts are carried out in alignment with governmental strategies and in collaboration with the Ministry of Industry and Trade of the Czech Republic.



www.designers-database.eu/en

Since 2010, we have **supported**
the innovation and development
of more than 600 products.

On the following pages, we present examples of successful collaborations between companies and professional designers or studios resulting in the development of new products.



Clap Design – Magnetic functional wooden kitchen tools
www.clapdesign.cz

Design by Herrmann & Coufal



Kaplan 1934 –
Wooden products
www.kaplan1934.cz
Design by Václav Mlynář



Duro Design – Functional furniture made from durable materials - metal and wood
www.durodesign.eu

Design by Herrmann & Coufal



SITUS – A family-owned company focused on timeless solid wood furniture with sturdy design and respect for tradition.
www.situs.cz

Design by Petr Šebela



Postrin – The Seaside modular seating collection, inspired by the seashore and inflatable sun loungers.
www.polstrin.cz

Design by Lexová&Smetana



Cockerel – Recycled glass vase with a knitted cover made of recycled waste.

www.store.cockerel.cz

Design by Lenka Kohoutová



Plastia – Sustainable products made of recycled materials.
www.plastia.eu

Design by Daniel Pavlík



Fleysen – Sustainable metal furniture
www.fleysen.cz

Design by Filip Mirbauer & Michal Strach





Cockerel – A unique limited edition of merino knitwear called Touch the Colors of Brittany.
www.store.cockerel.cz

Design by Lenka Kohoutová



Auversum – Combining digital technology and fashion design made of smart materials.
www.ladavyvialova.cz/en

Designed by Lada Vyvialová and Helena Lukášová



CityZen – Fashion that do not show sweat, resists dirt and reduces odours.
www.cityzenwear.com

Design by Miluše Vodrážková Čápková



Spider Cross Liner – Remote-controlled lawn mower
www.spidermower.com

Design by Divan Design



Mikov – Knife manufacturer
www.mikov.cz

Design by Olgoj Chorchoj



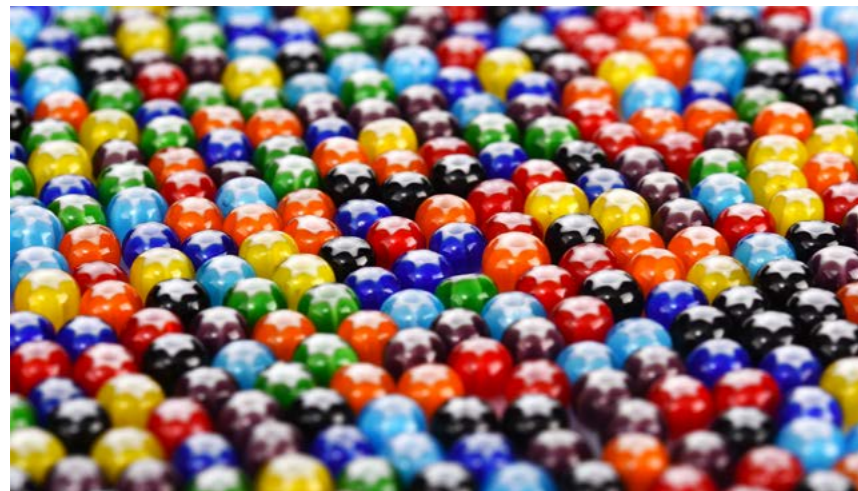
Sport Balance – Drillbone Tunneler, orthopedic instrument
www.sportbalance.cz

Design by Divan Design

The **Cementum** company designed and manufactured a prestigious trophy for the winner of the first edition of the **Industrial Design Award at the International Engineering Fair 2024**. The combination of innovative technology and sustainability is what makes this trophy truly special.

Cementum conducts research on concrete and recycles and upcycles construction waste, turning it into new building materials or other products for further use.

The trophy is made of concrete and also incorporates waste glass shards left over from the production of the globally-renowned glassworks company **Preciosa Ornela**.

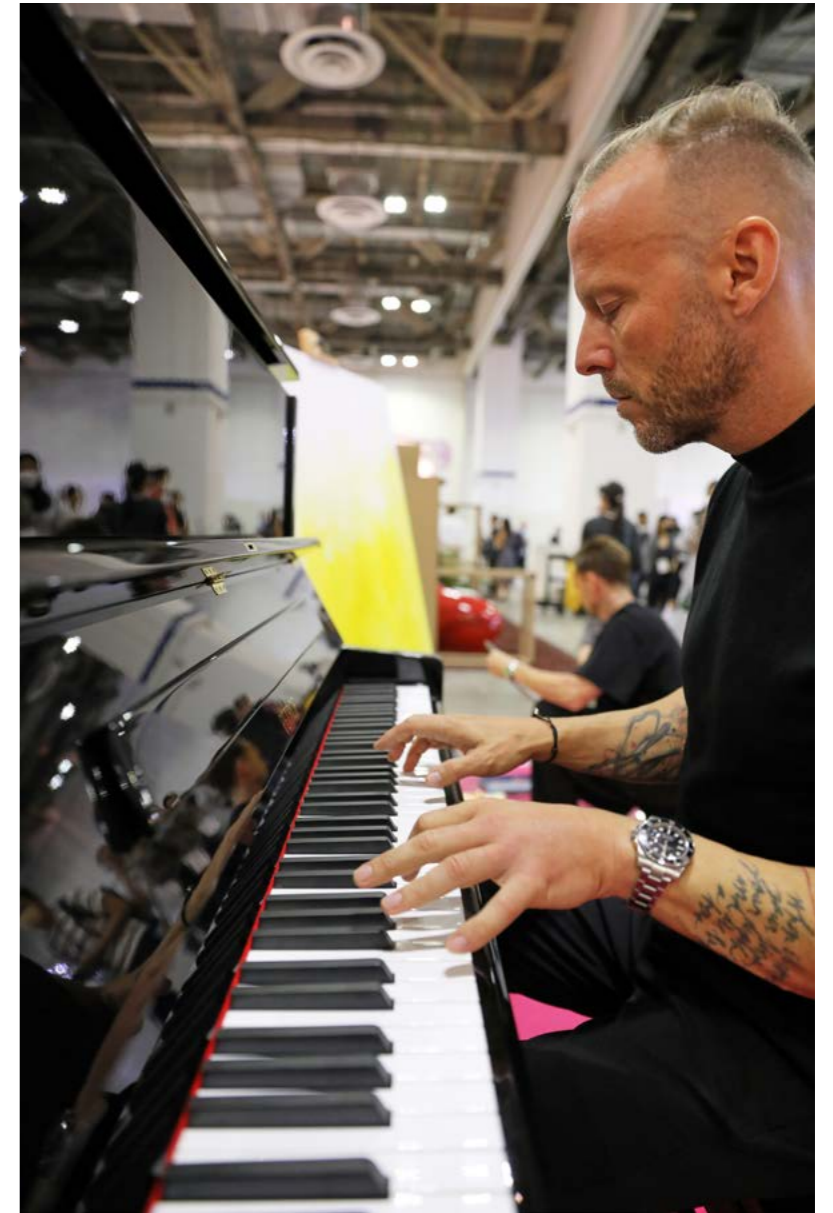


The winner of the first year was PRUSA RESEARCH with its 3D printer PRUSA PRO HT90, designed by Vít Fendrych.

Second place was awarded to the design of the 540 HORIZONT X two-column metal band-saw, presented at the trade fair by PEGAS – GONDA. The design was created by Josef Gonda.



Third place went to JC – METAL for the innovative design of a set of clamps and vises. The design was created by Jan Cetl.



Czech design is regularly presented at all major trade fairs around the world, represented by brands such as **Petrof**, **mmcité**, **Škoda**, **Preciosa** and countless others.





Connecting Czech and
Worldwide Businesses