

# Rohan Design District

2026



# ROHAN DESIGN DISTRICT

ARCHITECTURE  
AND DESIGN  
FESTIVAL

3RD EDITION

11–13 JUNE 2026  
PRAGUE, ROHANSKÉ NÁBŘEŽÍ

FINAL REPORT



Lukáš Školoud  
ELITE BATH+KITCHEN

founder



Radek Váňa  
IDEALAB

co-founder



Miloslav Kolařík  
DECOLAND

co-founder



Veronika Fallevoz  
ALUKOV

co-founder



# Founders





# Launch of the Czech Architecture Yearbook

Since the third edition of Rohan Design District, the festival's opening evening has also featured the official launch of the Czech Architecture Yearbook. With a tradition spanning more than twenty-six years, the publication presents a curated selection of the most remarkable works of contemporary Czech architecture and offers a valuable overview of the field's development in recent years.

This year's edition celebrated the launch of the Czech Architecture Yearbook 2024–2025, showcasing 35 outstanding projects selected from 180 submitted entries. The publication provides a representative cross-section of today's Czech architectural scene and highlights the most significant buildings completed over the past two years.





# KEY FIGURES & RESULTS

YEAR 2026

2,500+ VISITORS

Over 2,500 visitors attended the three-day festival, bringing together architects, designers, developers, students, and the general public.

YEAR 2025

1,500+ VISITORS

YEAR 2024

1,000+ VISITORS

YEAR 2026

3,500+ REGISTRATIONS

More than 3,500 visitors registered for the festival.

YEAR 2025

2,500+ REGISTRATIONS

YEAR 2024

1,200+ REGISTRATIONS

YEAR 2026

68 PARTICIPANTS & 37 PARTNERS

With the collaboration of 68 participants and the support of 37 partners, Rohan Design District celebrated its largest edition to date.

YEAR 2025

42 PARTICIPANTS  
28 PARTNERS

YEAR 2024

42 PARTICIPANTS  
25 PARTNERS

YEAR 2026

OVER 70 EVENTS

Guided tours, exhibitions, lectures, panel discussions, showroom events, networking sessions, and a gala opening evening featuring Daniel Libeskind and Eva Jiřičná.

YEAR 2025

OVER 70 EVENTS

YEAR 2024

OVER 70 EVENTS



# OUTDOOR





# LED ADVERTISING CAMPAIGN IN PRAGUE METRO STATIONS

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- CAMPAIGN PERIOD: JUNE 1–12, 2026 (11 DAYS)
- SPOT LENGTH: 10 SECONDS
- BROADCAST FREQUENCY: ONCE PER MINUTE
- TOTAL NUMBER OF AD SPOTS: 72,000



# RADIO ADVERTISING CAMPAIGN

## EXPRES FM

### IN-PERSON PARTICIPATION IN AN INTERVIEW

- JUNE 7 AND REPEAT OF THE INTERVIEW ON 8 JUNE 2026
- 

## RADIO 1

### RADIO CAMPAIGN AND IN-PERSON INTERVIEW.

- CAMPAIGN PERIOD: JUNE 2-11, 2026 (9 DAYS)
- SPOT DURATION: 20 SECONDS
- TOTAL NUMBER OF SPOTS: 30







# 1,000 COPIES OF THE ROHAN DESIGN DISTRICT GUIDE



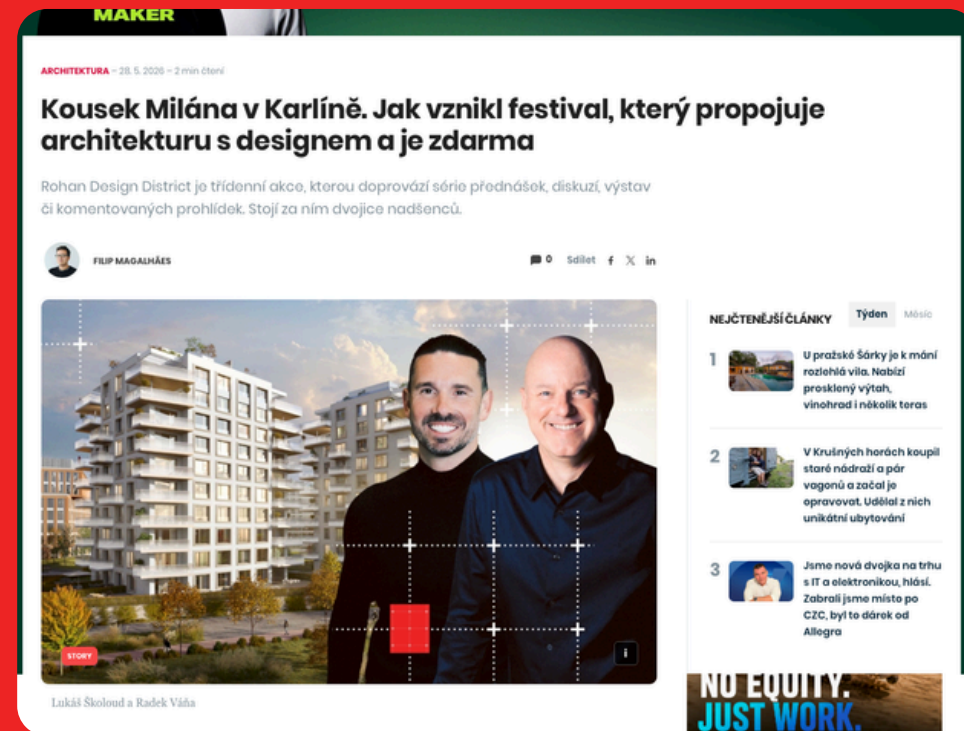


# OUTDOOR EXHIBITION: CZECH ARCHITECTURE 2024-2025

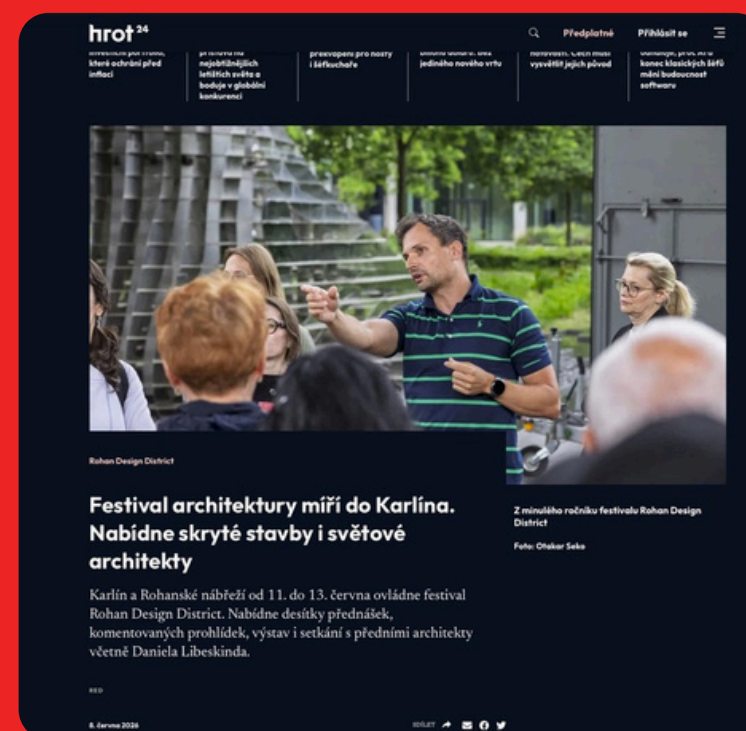
9 JUN - 11 JUL 2026



# MEDIA COVERAGE



Czech Crunch



Hrot



Proč ne?!



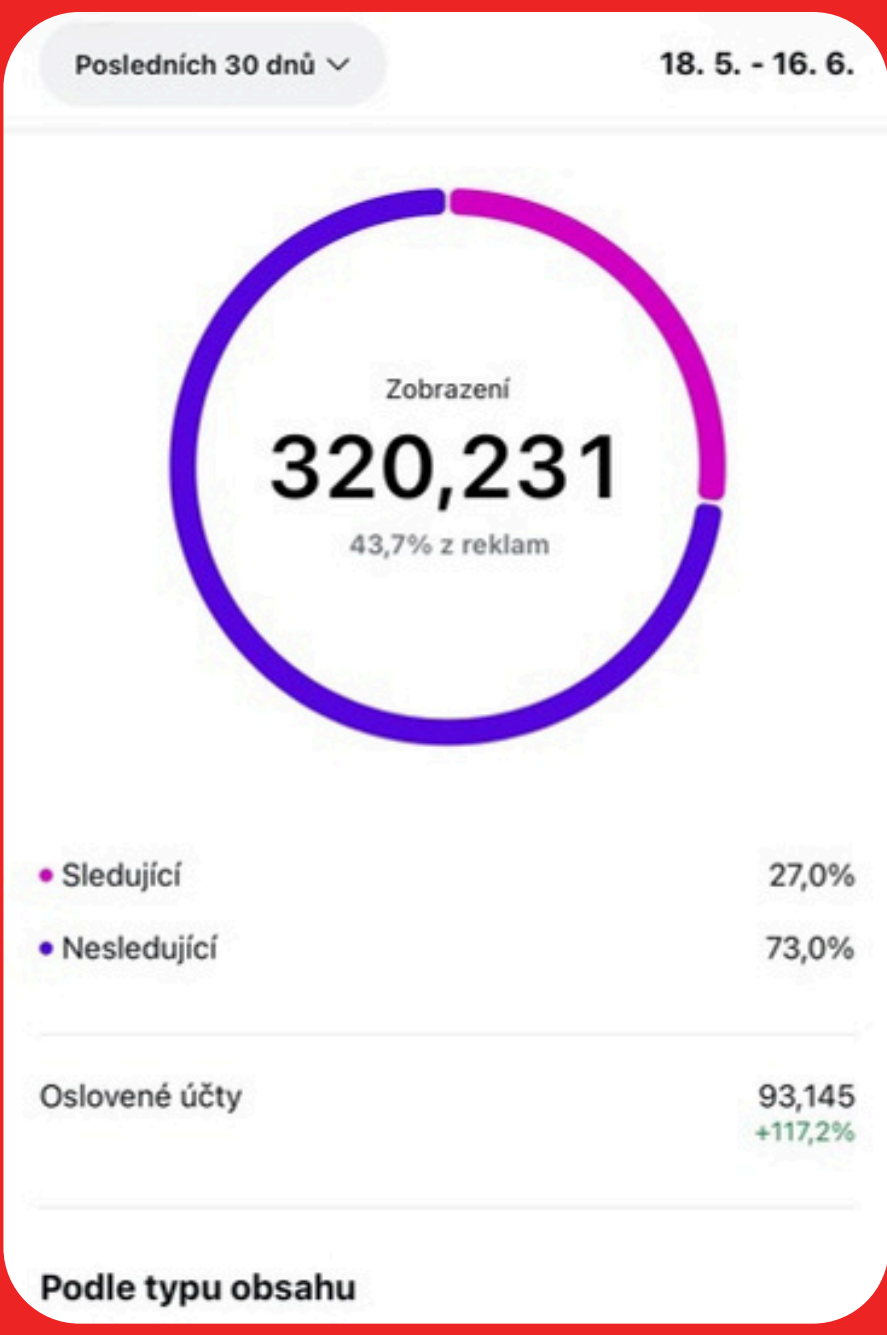
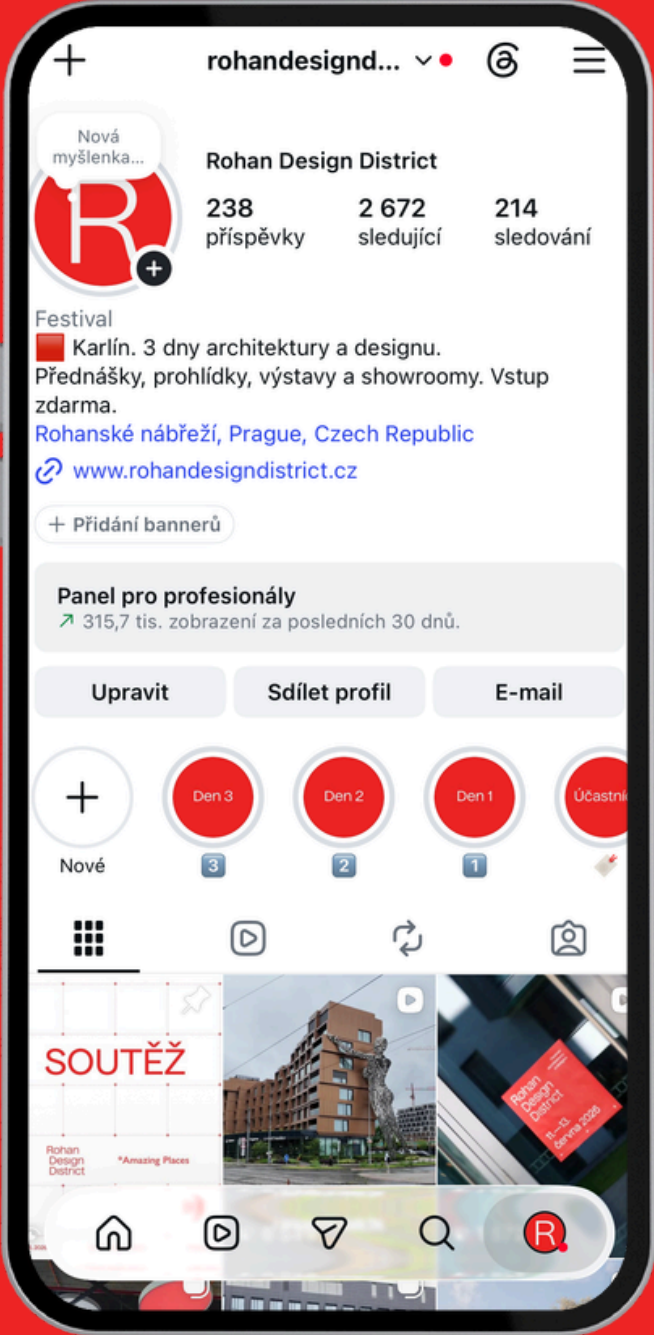
ARCHIZOOM



Elle Decoration



# INSTAGRAM



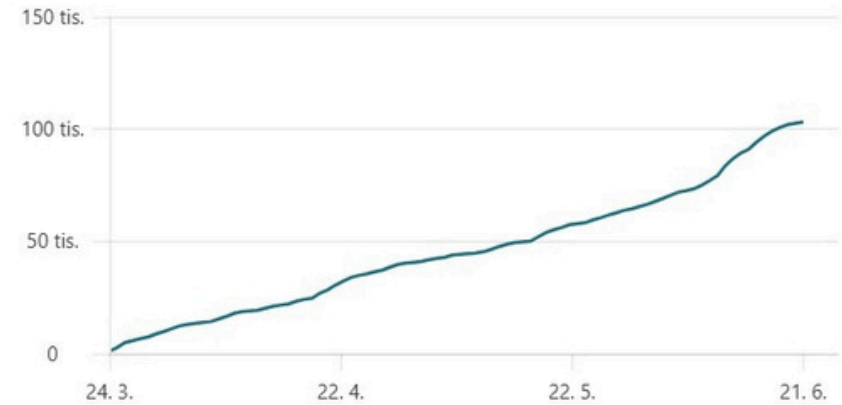


# LINKEDIN

## Výkon obsahu

Zobrazení Souhrnně

103 180 Zobrazení  
▲13 % oproti 90 předchozím dnům



Denní údaje se zaznamenávají v UTC

## Objevy

103 180 Zobrazení

14 166 Oslovení členové

## Uživatelská aktivita

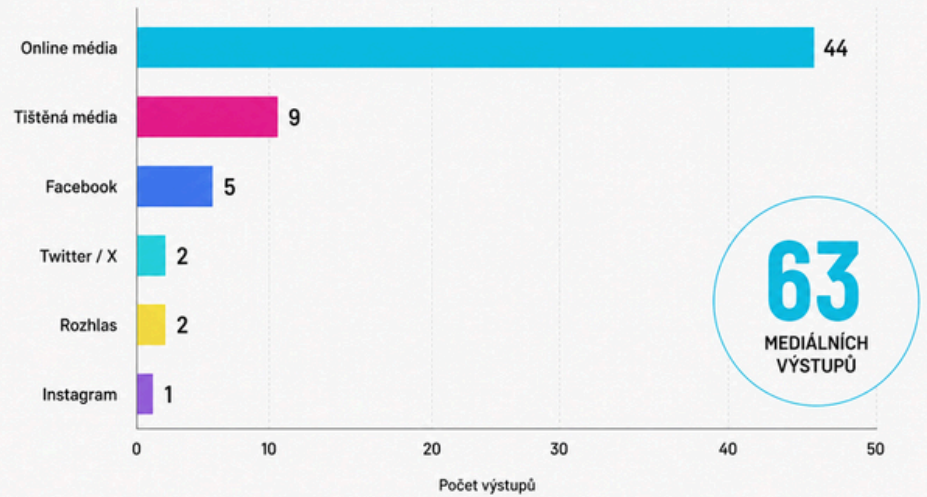
2 810 Sociální uživatelská aktivita

|                      |       |
|----------------------|-------|
| Reakce               | 2 569 |
| Komentáře            | 194   |
| Přesdílení           | 21    |
| Uložení              | 10    |
| Odeslání na LinkedIn | 16    |

# MEDIA COVERAGE

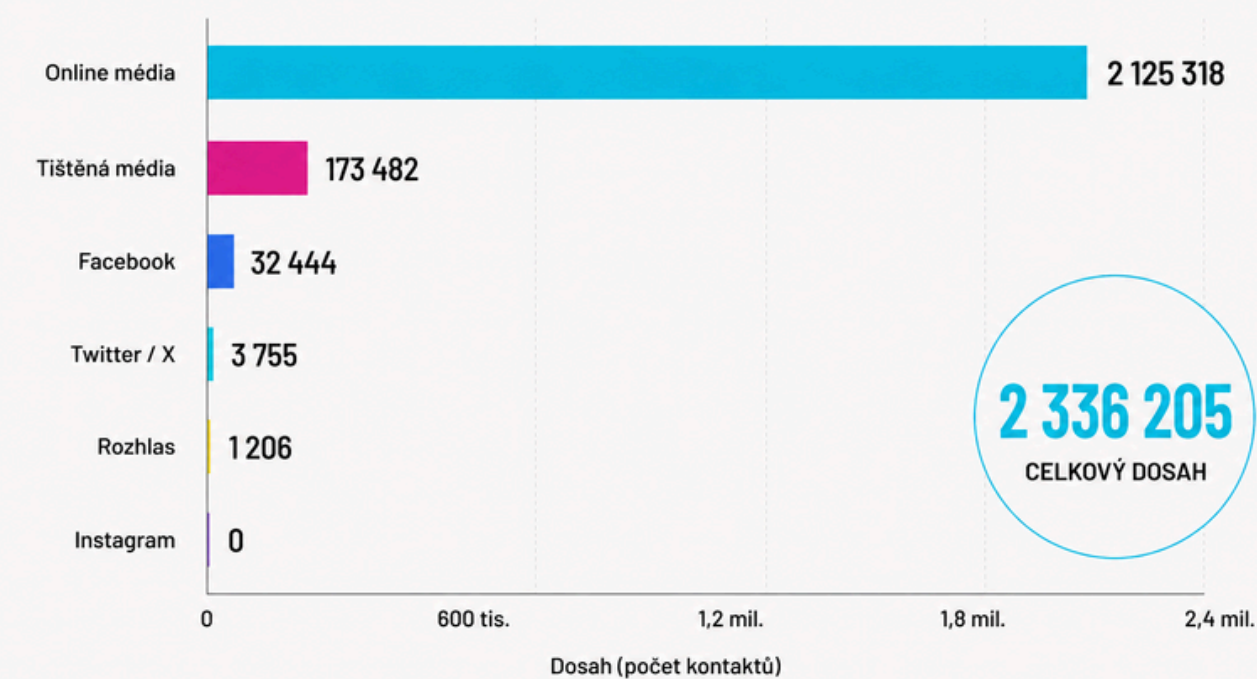
## POČET MÉDIÁLNÍCH VÝSTUPŮ

Podle typu média



## DOSA H PODLE TYPU MÉDIA

Odhadovaný mediální dosah (počet kontaktů)



MEDIA REACH: 2,336,205 PEOPLE

ZDROJ: NEWTON MEDIA

# NETWORKING EVENTS



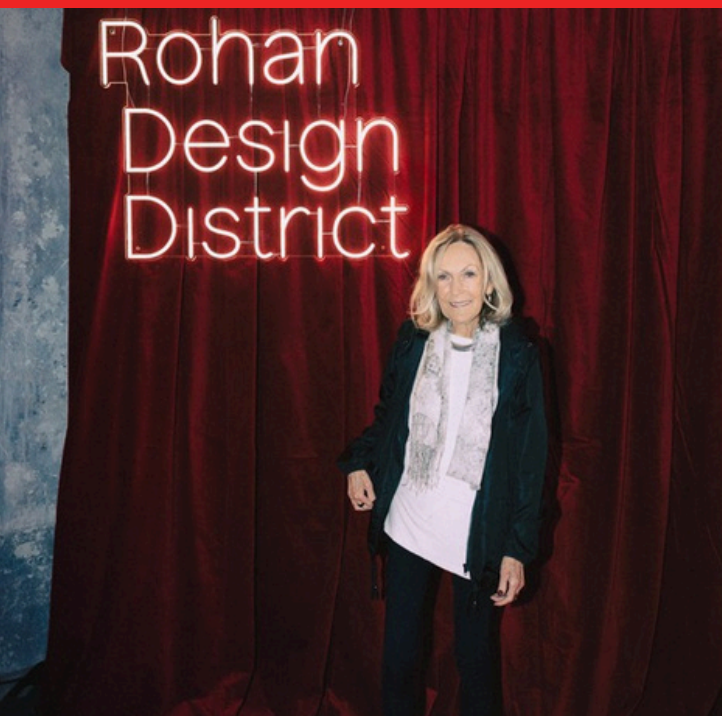


# Insiders PARTY

The opening evening of the Rohan Design District Festival took place at the historic Invalidovna complex and welcomed more than 550 guests, including developers, architects, designers, partners, and other industry professionals.

The evening's keynote guest was the world-renowned architect Daniel Libeskind. More than 100 architects attended the event, making it one of the most significant professional gatherings of this year's festival.

[View Photo Gallery.](#)





# SUMMER CINEMA AT THE BULTHAUP PRAGUE GARDEN

250+ Guests

[View Photo Gallery](#)





# SPIRITS TASTING EVENING WITH WAREHOUSE #1

30+ Guests





# VLTAVA RIVER CRUISE WITH PRAGUE BOATS

70+ Guests





# EXHIBITIONS



#spojeniarchitekturou

archizoom.cz

spojeniarchitekturou i rohandesignstudio.cz



# CZECH ARCHITECTURE EXHIBITION 2024-2025

Location: Forecourt of the HolKa Footbridge  
Dates: June 9 - July 11, 2026

The Czech Architecture 2024-2025 Yearbook Exhibition presents 35 projects selected for the 26th edition of the annual publication. The exhibition offers a curated overview of the most remarkable architectural achievements realized across the Czech Republic over the past two years, showcasing the diversity, quality, and innovation of the contemporary Czech architectural scene.





# EXHIBITION: WINTER IMAGE GAMES II

Location: Nile House, Rohanské nábřeží  
Dates: June 9 - July 9, 2026

The Winter Image Games II exhibition at Nile House presents works by Czech artists inspired by winter sports and the Olympic Games. Building on a successful presentation during the Winter Olympic Games in Milan and Cortina d'Ampezzo, the project creates a dialogue between the world of sport and contemporary art.

Event Partner: Perinvest Group, Sport in Art





# EXPERT TALKS

The image shows a large, modern hall with a high ceiling and exposed ductwork. Numerous circular pendant lights hang from the ceiling. A large audience is seated in rows of chairs, facing a stage area. On the stage, a person is standing at a podium, and a large screen displays a presentation. The entire scene is overlaid with a semi-transparent red filter. At the bottom of the image, there is a horizontal dotted line with small white plus signs at regular intervals.



# VLTAHA PHILHARMONIC HALL

The presentation of the Vltava Philharmonic Hall project was among the most attended events of the Saturday programme. Visitors had the opportunity to learn about the future national music centre as well as the planned transformation of the Vltavská and Bubny-Zátory districts, one of Prague's most significant urban development areas.

100+ Guests





# ELLE DECORATION CZ PANEL DISCUSSION

The panel discussion on contemporary Czech design featured the work and professional insights of Plus One Architects, Jiří Krejčířík, Lucie Rosická, and Elis Monsport.

The speakers shared their creative approaches, design philosophies, and experiences, offering visitors an inspiring overview of current trends and perspectives within the Czech design scene.

80+ Guests

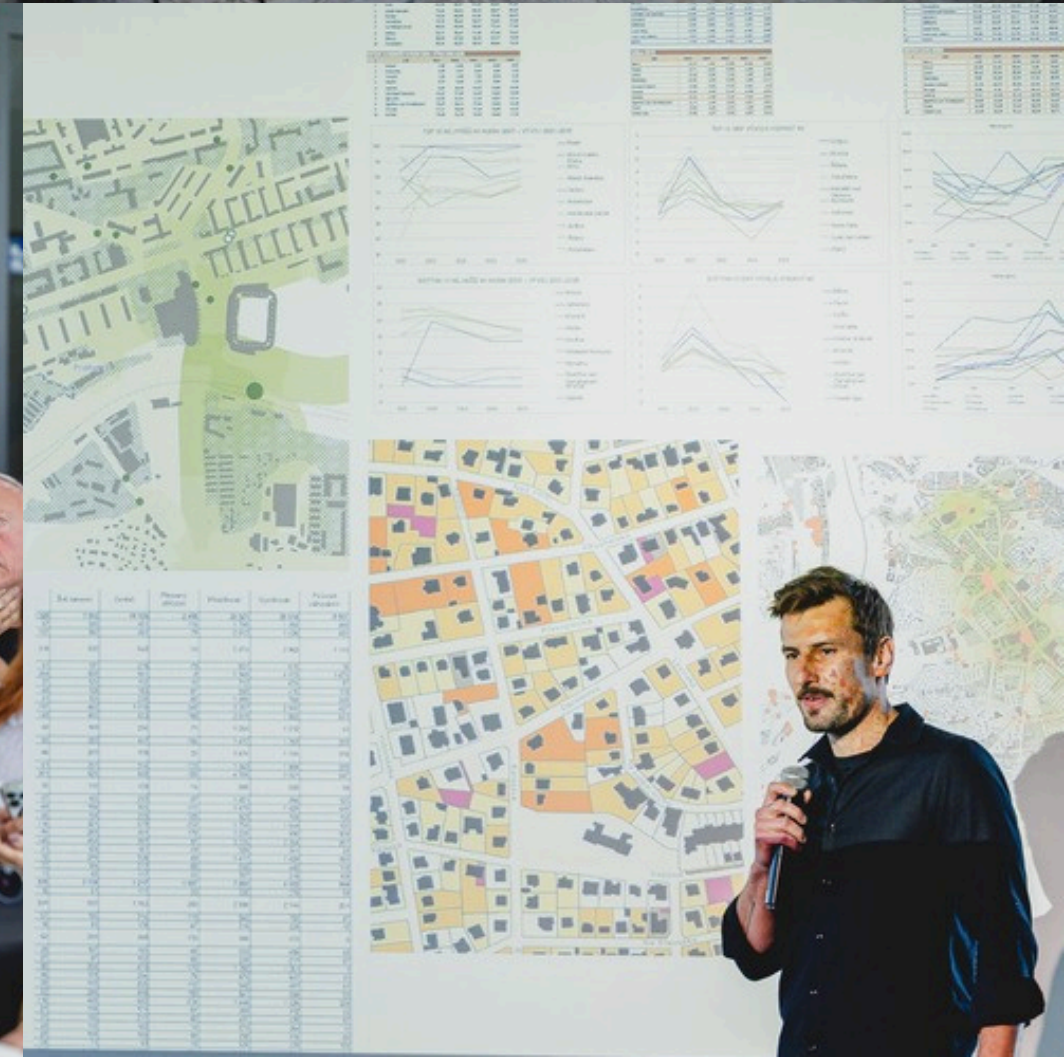




# DATA AND HIDDEN POTENTIAL

The lecture by UPSTRUCTURE demonstrated how data can be used to analyze Czech cities, identify their development potential, and support more informed planning of future urban development and construction projects.

80+ Guests





# SPORTS HALLS TODAY

The lecture by CHYBIK + KRISTOF explored contemporary approaches to designing sports halls as multifunctional buildings that serve not only athletic purposes but also play an important social and community role. The presentation highlighted how modern sports facilities can become vibrant civic spaces, supporting a wide range of cultural, educational, and community activities beyond sport.

60+ Guests





# SCHOOLLAB: A SCHOOL FOR THE 21ST CENTURY

The lecture introduced Schoollab, a platform developed by SOA Architekti, and focused on the transformation of educational environments, innovative approaches to learning, and the role of architecture in creating schools that foster creativity and collaboration. The presentation explored how well-designed learning spaces can support modern educational methods while responding to the evolving needs of students, teachers, and communities.

50+ Guests





# BROWNFIELDS: BRINGING PLACES BACK TO LIFE

The lecture by CMC ARCHITECTS focused on the transformation of brownfield sites and the search for new uses for abandoned and underutilized areas. Through a series of case studies, the presentation demonstrated how it is possible to build sensitively on the history and character of a site while transforming it into a vibrant and fully integrated part of the contemporary city.

50+ Guests





# GUIDED TOURS





# ARCHITECT-GUIDED TOUR OF THE FRAGMENT BUILDING

50+ Guests





# GUIDED TOUR OF THE PANELÁRNA BUILDING

30+ Guests





# GUIDED TOUR OF THE KARLÍN MUSICAL THEATRE

30+ Guests





# GUIDED TOUR OF KARLÍN PALACE AND THE CZECHCRUNCH EDITORIAL OFFICE

30+ Guests





# ADDITIONAL PROGRAMME





# POLISH DESIGN POP-UP

70+ Guests





# KLIKARCH RUN

20+ Runners





# FESTIVAL PARTICIPANTS AND PARTNERS





# FESTIVAL PARTICIPANTS

Alukov

PAVEL HNILIČKA  
ARCHITECTS+PLANNERS

trigema



AI • DESIGN

CZECH  
PHOTO  
FESTIVAL

bulthaupt  
Praha



magniflex

vrtiška&žák

ELITE BATH  
+ KITCHEN

GAGGENAU

BoConcept  
LIVE EXTRAORDINARY

CMC ARCHITECTS

ravak

UNLIMIT DB

DOORNITE  
Největší výrobce dveří v ČR

RDTH —  
ARCHITEKTI

Jakub cigler architekti



MACHAR & TEICHMAN

KLIKARCH

ERCO

SCHINDLER  
SEKO ARCHITECTS

CHYBIK + KRISTOF

NEDVED  
ARCHITECTS

Nowy Styl

Crestyl

dorelan

SOA

Šajin

Amazing Places

LAUFEN

Chrama

ZO.SA.MA

XTOPIX

The  
Chemistry  
Gallery

KALDEWEI

JAP

IBA  
inspire create deliver

profi péče

dorelan

ČTYRSTĚN

WAREHOUSE #1  
The Good Spirits Company



RCN\SK\

Pelčák a partner architekti

KATRIA  
Design

MODULORA



edit!

perspektiv

CIS/VRSTUDIO

UPSTRUCTURE

Miele

AřOnO



M&T  
manufacture 1997

HUB  
IN  
BATH

Ld  
Seating



DOROTA KLUSKA STUDIO

QARTA

SAPELI

CULTO



## FESTIVAL PARTNERS

Městská část  
Praha 8**SEKYRA GROUP**

**PENTA**  
REAL ESTATE

**CAMPARI**

**APEROL**  
**SPRITZ**



**sport  
in.art**



**BROCKMANS**  
*Herbally Inspired* GIN



CA IMMO



**PERINVEST**  
**GROUP**



S P O K R



Česká filharmonie

RIVER  
RINK  
SUMMER

**NÁRODNÍ  
PAMÁTKOVÝ  
ÚSTAV**

school  
lab



Věnováno: L.  
Křesťanské  
Praha

ARCHIP

PRAGUE BOATS  
(1993-1994)



partner našeho času



oficiální vůz festivalu



pod záštitou



producent

Idealab

hlavní mediální partner

**CZECHCRUNCH**

mediální partneři

HOSPODÁŘSKÉ NOVINY

moderní byt

AMAZING

ARCHI  
ZOOM

RADIO 1

ELLE  
DECORATION



# WHAT PARTNERS AND PARTICIPANTS SAY ABOUT THE FESTIVAL

"We do not see Rohan City merely as a new urban district, but as a place that is gradually developing its own cultural and community life. Rohan Design District brought exactly the kind of energy to the area that we consider essential: it connected design, architecture, education, public space and the people who will help shape the district in the years to come.

A particularly significant moment was the lecture by the world-renowned architect Daniel Libeskind, who attended the festival at the invitation of Sekyra Group. It was for Rohan City that he designed his first project in the Czech Republic, the unique residential development Sekyra Flowers.

We are pleased that Sekyra Group could be a partner of this initiative, which demonstrates that great cities are not created solely through the construction of buildings, but also through the support of culture, creativity, and human connection."

Leoš Anderle, Chief Executive Officer, Sekyra Group

"I have a deep personal connection to Karlín. Through this event, and thanks to the guided tours of both our Machine House studio and later the Fragment building, I was able to reflect on and connect nearly thirty years of work dedicated to the development of this remarkable urban district.

I was truly delighted by the public's strong interest in contemporary architecture. The organizers deserve great credit for creating such an outstanding event, and I would like to sincerely thank them."

Jiří Řezák, Founder, QARTA ARCHITEKTURA





# WHAT PARTNERS AND PARTICIPANTS SAY ABOUT THE FESTIVAL

“When UMPRUM relocated from its historic building on Palach Square to the Karlín Barracks, we began looking for partners who could help us unlock our potential in a new environment without compromising our position on the global design scene. I am pleased that we found such a partner in the Rohan Design District festival.”

Prof. PhDr. PaedDr. Jindřich Vybíral, DSc., Rector of the Academy of Arts, Architecture and Design in Prague (UMPRUM)

“Rohan Design District transformed Karlín into a vibrant platform for architecture and design. What I value most is its ability to connect the professional community with the general public while creating space for networking, inspiration, and the exchange of ideas.

In addition to my own presentations, I attended a number of other festival events, and it was inspiring to discover the work of my colleagues from new perspectives. It was an honour to be part of the festival as a designer, an educator, and a proud advocate of Karlín.”

Vladimir Žák, Designer and Co-Founder of Vrtiška & Žák Studio





# IDEALAB PROJECT TEAM

## From left to right:

Lucie Školoudová | business development  
Horác Bečka | video Production  
Kamila Zemanová | project manager  
Helena Součková | online marketing  
Petra Grybauskas | production  
Radek Váňa | head  
Adéla Zahálková | editor  
Václav Pospíšil | online  
Anna Schwitzer | art direction, production  
Tomáš Seko | PR & Communications  
Kristina Fritzen | production

## External Collaborators

Petr Máša | video  
Karla Zoufalá | fphotography  
Martin Malý | photography  
Jan Malý | photography  
Milan Bureš | photography  
Barbora Žentelová | photography





# FESTIVAL PHOTO GALLERY

# AFTERMOVIE

# Rohan Design District





# CONTACTS

## RADEK VÁŇA | CREATIVE SOUL

T: +420 777 572 476

E: [INFO@ROHANDESIGNDISTRICT.CZ](mailto:INFO@ROHANDESIGNDISTRICT.CZ)

## LUCIE ŠKOLOUDOVÁ | BUSINESS SOUL

T: +420 602 111 706

E: [LUCIE@ROHANDESIGNDISTRICT.CZ](mailto:LUCIE@ROHANDESIGNDISTRICT.CZ)

Rohan Design District, z.s. IČO: 21930261, Závěrka 768/11, Praha 6, 169 00

e: [info@rohandesigndistrict.cz](mailto:info@rohandesigndistrict.cz)

w: [rohandesigndistrict.cz](http://rohandesigndistrict.cz)