

# ZLIN DESIGN WEEK

7 → 13  
MAY 2025

@zlinedesignweek  
zlinedesignweek.com  
fmk.utb.cz

## WHO ARE WE?

We are Zlin Design Week, a week-long design festival where everyone can find endless inspiration. We give space to young designers, support them in presenting their work, create a platform for unexpected meetings not only with experts in the field, sharing know-how and inspiration. We support young talents and bring fresh wind in the field of design.

The 11th edition of the festival will take place from May 7 to 13, 2025.

## ZDW & YOU

Cooperation with high schools, universities, and other institutions is essential for us. Our aim is to showcase and support young design that is still forming its' shape and one that will set the trends of the entire industry in a few years. Institutions often have several permanent partners with whom they have been working for a long time – at Zlin Design Week, they can meet in a broader, international environment. They can shine with their projects, get inspiration from others and make new contacts.

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## WHAT WILL WE BE FOCUSING ON THIS YEAR?

In recent years, there has been a growing interest in incorporating users or communities into the very center of design practices. User needs determine the direction of development of products, services and entire systems, and the design community increasingly understands the importance of coming up with designs that respond to real and current challenges or problems.

The 11th edition of Zlin Design Week festival will focus on new design contexts and engage communities and users in a joint discussion.

## ZLIN DESIGN WEEK CONSISTS OF SEVERAL PARTS, WHICH WE USE TO ACHIEVE OUR MISSION

## HOW DO WE DO IT?

[ ZLIN DESIGN WEEK ]

### BEST IN DESIGN

An international competition for designers **under 30** who want to break into the world of design. For the past 16 years, Best in Design has allowed contestants to showcase their uniqueness from over 50 countries. We provide winners with not only financial rewards, but also valuable experience and feedback from professionals.

There are 4 categories to compete in:

Product & Industrial Design, Fashion Design, Communication Design and Service Design.

### FASHION SHOW

Showcases the work of young fashion designers – the show will take you beyond the traditional concept of fashion and will offer a completely new perspective on what a Fashion show can mean. Through this event, we will open the space for unexpected connections and create an atmosphere that connects designers, models and visitors.

### DESIGN CANTEEN

Is a platform where we bring together designers from different backgrounds, schools, cities, both the Czech Republic and Slovakia. It started with a Facebook group, today CANTEEN also consists of podcasts and offline space for meeting, networking, and discussions during Zlin Design Week! In short, here we “cook up” the best for designers from the Czech Republic and Slovakia – but foreign listeners will also find something for themselves.

### EXHIBITIONS

Of young designers, collectives, studios, professional creators, and winners of the 16th Best in Design competition, you can see and experience all this with us during Zlin Design Week. This includes unique installations in public spaces created throughout Zlín in collaboration with festival partners or other designers.

### WORKSHOPS

For designers, high schools, and the public combine a program that educates, broadens horizons, or lets you enjoy your own creativity.

### POP-UP SHOP

Is a kind of design realm where merch or original pieces from talented designers and brands are available for purchase during the festival.

### PARTY AND CULTURAL PROGRAMME

Are an essential part of every festival. The combination of different music genres, live concerts, dance performances or installations and projections will literally not let you sleep.

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