

Press release, 19.10.2025

The thirteenth edition of the Signal Festival is behind us. Once again, it made Prague shine.

The thirteenth edition of the Signal Festival confirmed its status as one of the most significant Czech cultural events of the fall. This year, it offered a total of 20 light and audiovisual installations along the Centrum and Vinohrady routes. Among the most popular installations was video mapping on the iconic St. Ludmila Basilica by the Spanish studio V.P.M. In the city center, visitors were thrilled by the projection on the water wall by the Taiwanese studio Peppercorns and the video mapping on the Old Town Hall tower. On Friday, the second annual Signal Forum conference also took place. Once again, the festival enjoyed extraordinary public interest and enlivened the capital with light, sound, and movement.

"The fact that the Signal Festival continues to attract hundreds of thousands of visitors even after thirteen years is a huge honor for us, and we are truly grateful for that. Their interest and energy are our main motivation to take the festival a step further with each passing year. This year, thanks to the Signal INSIDE zone, we were able to present installations in extraordinary indoor spaces and offer the public new ways to experience art," says festival director **Martin Pošta**.

The festival would like to thank the **City of Prague and the Ministry of Culture** for their long-standing support, which allows it to continue its tradition and remain an integral part of the capital's autumn cultural life.

This year's Signal Festival featured four partner installations from the brands **glo™**, **Allegro**, **Sazka**, part of **Allwyn**, and **Mercedes-Benz**. Visitors also had the opportunity to see an impressive video mapping on the tower of the Old Town Hall by **Jack Daniel's** from the **Brown-Forman** portfolio, which, like the interactive installation **Accord by Allegro** in the Sady Svatopluka Čecha park, was created in collaboration with the **Publicis Groupe** agency and **Signal Creative**.

Other video mapping projections were created in collaboration with SEPHORA, Kooperativa, Pražská Plynárenská, NIVEA, Maybelline, Jack Daniel's, ZDR Investments, Prague City Tourism, L'Oréal Paris, Czech Television, and Czech Radio. The partners also provided patronage for several program installations. The ČEZ Group became the patron of the 3D projection Světlo Tzolk'ínu (Light of Tzolk'in) on the surface of the Vltava River by the Taiwanese studio Peppercorns. The patron of the second work by the same studio, entitled Mezi horami a moři (Between Mountains and Seas), directly on Náměstí Republiky, was OC Palladium.

Thanks to the support of the PPF Foundation, the festival has the opportunity to present top foreign artists, inspire the current and upcoming generation of creators, and at the same time bring current world art closer to the general public.

Signal Festival would also like to thank cultural institutions and venues, specifically the National Gallery Prague, the Jewish Museum in Prague, the Italian Institute in Prague, the Museum of Prague, Kampus Hybernská, Run OpeRun, the Archbishop's Grammar School, Tresor Club, IPR CAMP, and PrusaLab, Josef Průša's prototype workshop.

A big thank you also goes to the Taiwanese Ministry of Culture and the Prague branch of the Taipei Economic and Cultural Office for their excellent support in preparing and organizing the festival. We would like to thank the Ramon Llull Institute for supporting the implementation of video mapping by V.P.M. We would also like to thank the European consortium **Co-Vision**, of which Signal Festival is a part, and Panasonic Connect for lending us projectors and providing professional technical support.

Signal Forum 2025 was created with the support of the international project Co-Vision; the French Institute in Prague and the French Ministry for Europe and Foreign Affairs as part of the international export strategy for the cultural and creative industries (PICC program). Signal Forum was also supported by the French national organization for art and digital culture HACNUM and the Czech-German Future Fund. The media partner was the technology magazine WIRED.

The next Signal Festival will take place in Prague from October 15 to 18, 2026. In the meantime, visitors can visit the newly opened Signal Space digital art gallery, which is run by the Signal Festival team and is open all year round.

About Signal Festival:

Signal is a festival of digital and creative culture. It combines contemporary visual art, urban space, and modern technology. It has become the most visited cultural event in the Czech Republic. The program features renowned foreign and Czech artists from the fields of visual art and light design. Signal Festival is one of the largest producers of contemporary art in the Czech Republic. It supports the youngest Czech artists and organizes accompanying programs for professionals, students, and children. It cooperates with a number of foreign festivals and cultural institutions. Signal Festival 2025 will take place from October 16 to 19, 2025.

More information on: signalfestival.com

Facebook: facebook.com/SignalFestival

Instagram: instagram.com/signalfestival

Organizer: Signal Creative

Main partners: Skupina ČEZ, Mercedes-Benz, Kooperativa

With support of: Hlavní město Praha, Ministerstvo kultury ČR

The international program of Signal Festival 2025 is made possible thanks to the support of the PPF Foundation.

Official partners: Pražská plynárenská, Allwyn, Sephora

Premium partner: ZDR Investments

General media partner: Česká televize

Main festival journal: Deník N

Main media partners: Český rozhlas, JCDecaux, Refresher

VIP Partner: Forbes

Media partners: CZECHDESIGN, Respekt, Expats.cz, Heroine, Wired, Heyfomo.cz

Technological partner: Panasonic CONNECT

Partners: glo, allegro, NIVEA, Jack Daniel's, Maybelline New York, Palladium, PrusaLab prototypová dílna Josefa Průši, Praha 1, Praha 2, Technologie hl. m. Prahy, Ministry of Culture Taiwan, Taipei Economic and Cultural Office Prague, IPR Praha, CAMP, Národní galerie Praha

Contact for media:

Tereza Lišková. tereza.liskova@piaristi.cz, +420 776 703 973