

Press release, 15. September 2026

Maxim Velčovský is preparing a laser installation for the Signal Festival. "In a Flash" will celebrate 140 years of Mercedes-Benz innovation

This year, Signal Festival will also feature the partner installation "In a Flash" by Mercedes-Benz, created for the festival by designer Maxim Velčovský. The light and laser show in the courtyard of the Baroque Clam-Gallas Palace in downtown Prague will take visitors on a journey through 140 years of Mercedes-Benz innovation, from the first automobile to today's technologies. The music for the installation was composed by Czech producer and composer Aid Kid. Signal Festival has long connected global brands with artists from around the world and, in collaboration with its partners, creates original projects that enrich the festival program and offer visitors new experiences. This year's edition will take place from October 15 to 18.

"The Signal Festival is about connecting technology and visual forms. My collaboration on the installation *Letem světlem* is precisely about the development of technology, but also about overcoming speed and distance on the journey toward freedom. I use light and lasers in an installation about the history of the automobile, which I depict through light in just a few minutes. Time can be told through text, color, shape, and music, but only lasers and light can tell it at its own speed," says the artist Maxim Velčovský.

In the courtyard of the **Clam-Gallas Palace**, two Mercedes-Benz vehicles will be linked by a laser show that uses light to depict speed and movement. The cars—specifically the **GLA SUV** and the **VLE minivan**—are part of the installation and represent technological progress in its tangible form, while the laser beams represent its intangible trace.

The History of the Automobile Meets Baroque Architecture

The choice of the **Clam-Gallas Palace** as the venue creates a striking contrast to contemporary automotive technologies. The Baroque courtyard, which is hosting the festival installation for the third time this year, is transformed for a few minutes into a space of light and movement. Here, laser beams serve as an intangible counterpart to automobiles, capturing their speed and movement through light.

The music for the installation was composed by Czech music producer and composer **Aid Kid**, whose real name is **Ondřej Mikula**. His music complements the light and laser elements, coming together with them to create a several-minute-long audiovisual show.

In 2026, Mercedes-Benz will celebrate 140 years of innovation. In 1886, Carl Benz filed a patent for the first automobile, and shortly thereafter, Gottlieb Daimler built his motorized carriage. The development that began back then continues today in the form of modern mobility technologies.

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Maxim Velčovský is one of the leading figures in contemporary Czech design. He graduated from the Academy of Arts, Architecture and Design in Prague with a degree in ceramics and porcelain, where he later headed the Ceramics and Porcelain Studio. In 2002, he founded Qubus Design Studio with Jakub Berdych and has long served as creative director of LASVIT. In his work, he combines a conceptual approach with respect for traditional crafts, particularly glassmaking, which he reinterprets in new contexts, typically with irony and exaggeration. He has participated in more than 90 exhibitions, and his works are included in the collections of the V&A Museum, the Centre Pompidou, and Prague's Museum of Decorative Arts (UPM). In 2007, he was named Designer of the Year in the Czech Grand Design competition.

"In a Flash by Mercedes-Benz" is a partner installation of the Signal Festival. The festival's commercial projects are handled by Signal Creative, one of the largest producers of contemporary art in the Czech Republic. The studio specializes in video mapping, lighting design, and art projects in public spaces. It has completed a number of commercial projects for clients such as PlayStation, Emirates, De'Longhi, Kooperativa, L'Oréal, and Allwyn.

Mercedes-Benz has been the main partner of the Signal Festival since its inaugural year in 2013. Over the course of this partnership, numerous projects have been created in collaboration with leading Czech designers and artists.

"This year, our pioneering spirit is particularly evident: the 140th-anniversary celebrations are marked by the most extensive launch of new models and innovations in the history of the Mercedes-Benz brand. We are delighted that the Signal Festival, through the Mercedes-Benz light installation, is telling the story that began with Carl Benz's first automobile. A laser show celebrating 140 years of innovation will guide visitors to two of our all-new models: the Mercedes-Benz GLA—an urban SUV offering exceptional flexibility, available in both all-electric and efficient gasoline-powered versions—and the Mercedes-Benz VLE, which combines the ride comfort of a limousine with the spaciousness and flexibility of a minivan. "We are delighted to be part of the Signal Festival and to provide a fleet of Mercedes-Benz vehicles that will offer VIP ticket holders premium and comfortable transportation between the various venues," adds Alexander Henzler, Head of Mercedes-Benz Central & Eastern Europe.

O Signal Festivalu:

About the Signal Festival: Signal is a festival of digital and creative culture. It brings together contemporary visual art, urban space, and modern technology. It has become the most-attended cultural event in the Czech Republic. The program features renowned international and Czech artists working in the fields of visual art and light design. Signal

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Festival is one of the largest producers of contemporary art in the country. It supports the youngest Czech artists and organizes accompanying programs for professionals, students, and children. It collaborates with a wide range of international festivals and cultural institutions. In 2025, the organizers of Signal Festival opened Signal Space, the largest digital art gallery in the Czech Republic, which showcases contemporary digital and interdisciplinary art year-round through exhibitions, installations, and an accompanying program.

Signal Festival 2026 will take place from October 15 to 18, 2026.

Organizer: Signal Creative

Main Partner: Mercedes-Benz

Supported by: City of Prague, Ministry of Culture of the Czech Republic

The international program of Signal Festival 2026 is made possible thanks to the support of the PPF Foundation.

Official partners: Pražská plynárenská, Red Bull

General media partner: Czech Television

Main festival daily: Deník N

Main media partners: Czech Radio, Refresher, JCDecaux

Media Partners: CZECHDESIGN, Expats.cz, The Muse, PID, Premium Media Group, EARCH, Světlo magazine, LURITY

Technology Partner: Panasonic MEVIX

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Partner Institutions: Prague 1 City District, Prague 6 City District, 0xCollection, Ministry of Culture, Taiwan, Taipei Economic and Cultural Office, Prague City Technology, CTU – Czech Technical University in Prague, National Theater, Prague City Tourism, “Díky, že můžem” Pro Helvetia – Swiss Arts Council, French Institute in Prague, Embassy of the Kingdom of the Netherlands, Swiss Embassy

Hotel partners: Czech Inn Hotels, Fairmont Golden Prague

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