



Press Release

**Bohematic and Partners Announce  
THE BOHEMATIC EXPO DESIGN CHALLENGE**

*Prague, Czech Republic/Dubai, United Arab Emirates, 7<sup>th</sup> December 2021*

**Young Czech watchmaking manufactory Bohematic, focusing on manual production of unique small-series mechanical watches in Nové Město nad Metují, is launching a special project to celebrate its participation in EXPO 2020 in Dubai.**

The project called the BOHEMATIC EXPO DESIGN CHALLENGE started on 2<sup>nd</sup> December 2021, the day of the 50<sup>th</sup> anniversary of the founding of the United Arab Emirates. The project consists of 3 parts.

The first part, which will last a symbolic 50 days, is the design competition itself, where participants will compete to create the best design for BOHEMATIC GRAPHIC SUTNAR series watches. The competition will then be followed by the announcement of the winning design and start of production of a limited edition of 50 watches. The final part, and thus the culmination of this unique project, will be a charity auction of the anniversary 50-piece limited edition.

The charity auction will take place at the end of March 2022 in the National Pavilion of the Czech Republic in Dubai with the participation of distinguished guests.

"We see the United Arab Emirates and other countries in the Middle East as a very intriguing market for the future. The opportunity to present our watches and our brand at the prestigious world expo in Dubai is definitely an interesting chance for us to showcase the combination of top Czech design and precise manufactory production, and not just to lovers of mechanical watches," says Josef Zajíček, CEO and investor for the Bohematic brand.

The BOHEMATIC EXPO DESIGN CHALLENGE competition is taking place online at [magazin.bohematic.cz](http://magazin.bohematic.cz). The competition is open to professional and amateur designers from all over the world. Overseeing the successful course of the project alongside Bohematic are the Office of the Commissioner General for the Participation of the Czech Republic at EXPO 2020, as well as agencies EventEx and Goodfellas Advertising.

Participants can draw inspiration for their designs from limited editions created by the OLGOJ CHORCHOJ design studio specifically for EXPO 2020. These are, namely, a limited edition of watches called GRAPHIC SUTNAR EXPO 2020 DUBAI, which was created for the VIP gift service of the Office of the Commissioner General for the Participation of the Czech Republic at EXPO 2020, and GRAPHIC SUTNAR FALCON, a limited edition of watches which visitors of the expo can buy on site. Competitors can find further inspiration at the above-mentioned [magazin.bohematic.cz](http://magazin.bohematic.cz) website, where visitors can see, among other things, video tours of the exhibits found in the Czech and UAE national pavilions.



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**About Bohematic**

Bohematic is an original Czech manufactory based in Nové Město nad Metují which focuses on the manual production of unique small-series mechanical watches. The entire project, which involves designers from the Olgoj Chorchoj studio and leading watchmakers, was born out of a common passion for technology, craftsmanship, old racing cars and the ticking sounds of clockwork mechanisms. Using design and technologies of the 21st century, this new Czech watchmaking brand wants to continue the tradition of watchmaking in the Czech lands.

<https://bohematic.cz/>

<https://magazin.bohematic.cz>

<https://www.facebook.com/bohematic.cz/>

<https://www.instagram.com/bohematic.cz/>

<https://www.youtube.com/channel/UC84RI1rBKVxgcf-4JJyWLgQ>

**About EXPO 2020 in Dubai**

The expo opened its doors to visitors after a one-year postponement on 1<sup>st</sup> October 2021 and it will run until 31<sup>st</sup> March 2022. It is the first world expo to be held in the MENA & SA (Middle East, North Africa and South Asia) region and also the first to be hosted by an Arab country. The central theme of EXPO 2020 in Dubai is "Connecting Minds, Creating the Future", with the subtopics "Sustainability, Mobility and Opportunity".

The Czech Republic is also among the six dozen countries that have created their own pavilions. Its pavilion, named Czech Spring, stands in the "Sustainability" zone.

Learn more about the Czech pavilion and the EXPO:

<https://www.czexpo.com>

**About EventEx and Goodfellas Advertising**

A unique interconnection of two agencies from the Czech Republic and the UAE specialising in events, brand advertising, PR, incentives and other marketing activities in the Czech Republic and the MEA region.

Learn more about the agencies at:

[www.eventex.cz](http://www.eventex.cz)

[www.gfa-uae.com](http://www.gfa-uae.com)

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