

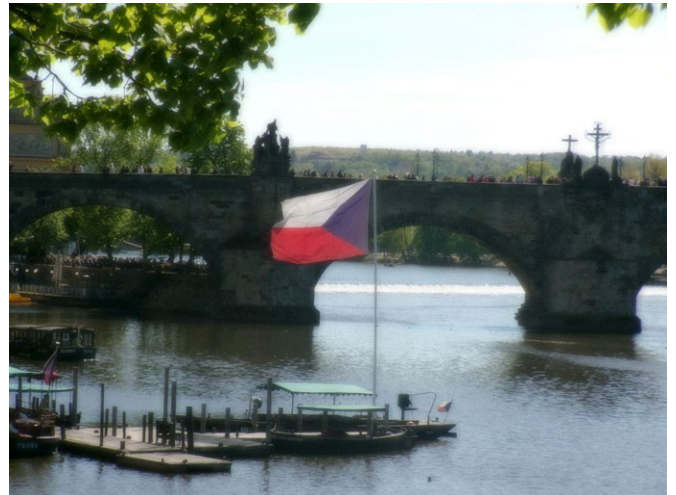
# Sofs in Prague

#1 Erasmus Archive.



Hello Prague

**3 months ago,  
Sofs was in Prague...**





A year ago, I made an impulsive decision: applying for Erasmus. Since I had already done it three years earlier, I never thought I would do it again. But somewhere in the back of my mind, there was this feeling that I wasn't finished yet, like I hadn't experienced everything I was supposed to, like there was still more waiting for me outside my comfort zone, Portugal.

So here I am: in Prague. Starting over once again.  
From February to May.

A new chapter as a designer, and somehow, as an adult too.

Sofs in Prague is my final Erasmus project, a mini book collecting everything I experienced during these three months, both personally and professionally. From the streets of Prague to new countries, unfamiliar food, late-night conversations, friendships, creative chaos, and the design studio where I did my internship.

An archive of a temporary life built in another city.

— Sofs.



Date:  
28/02/2026

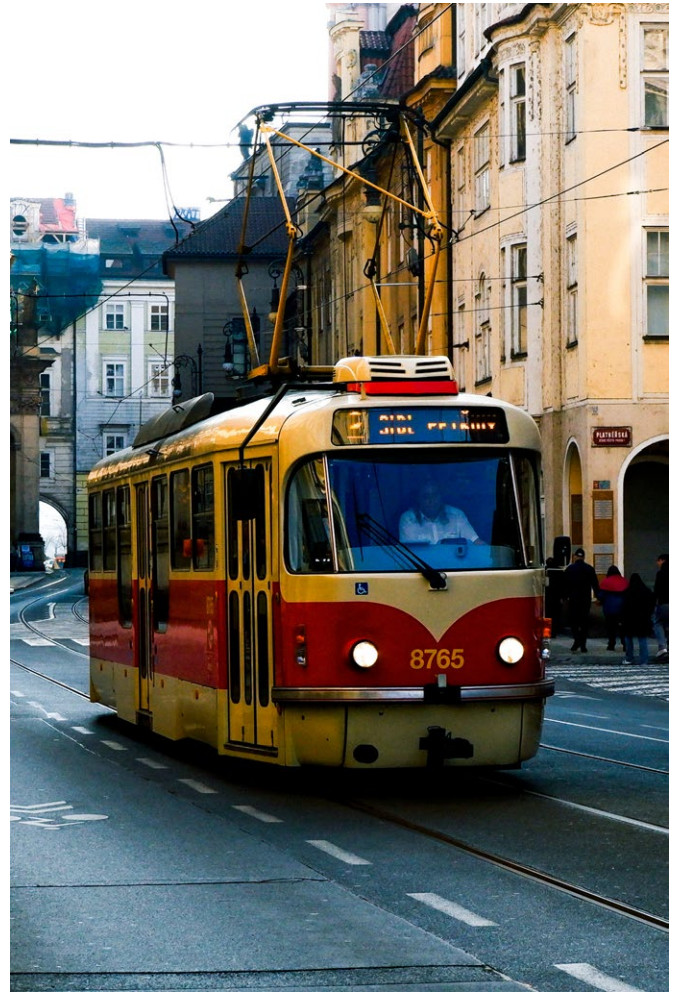
Location:  
Vltava Castle Viewpoint.

# \_ City Studies

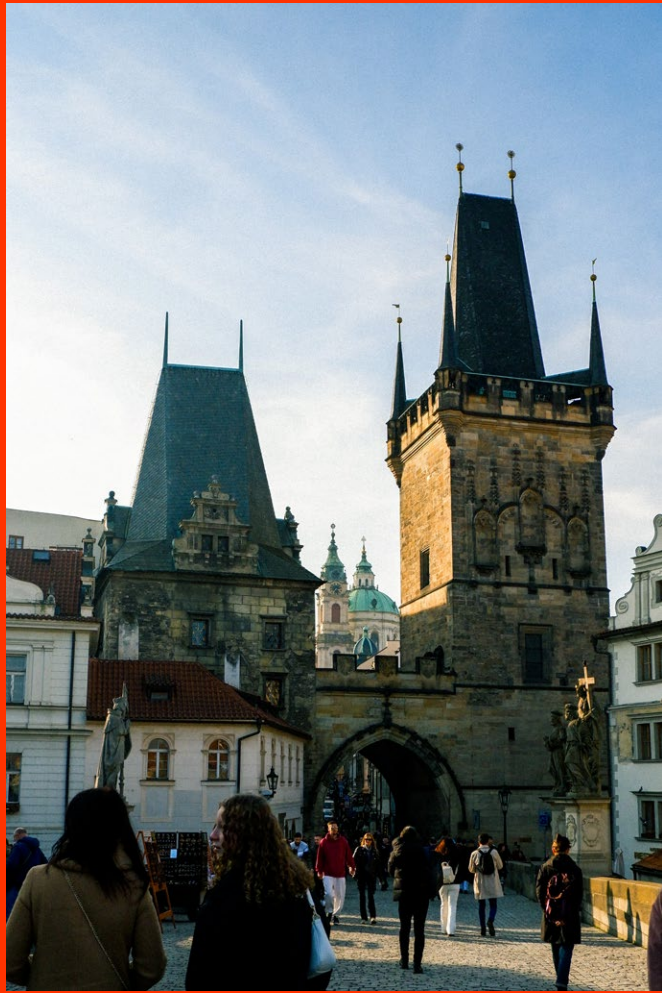
3 months  
of looking around...



Location: Staroměstská.  
Date: 24/02/2026

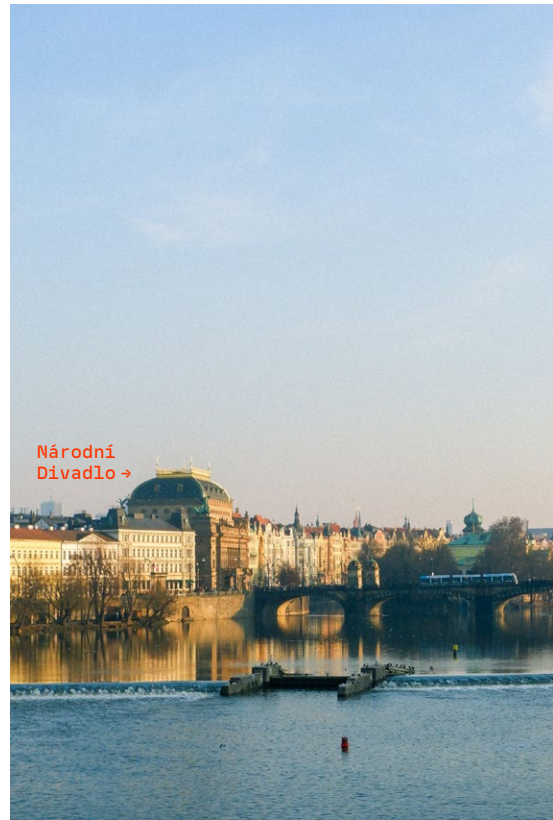


Tram n°9.



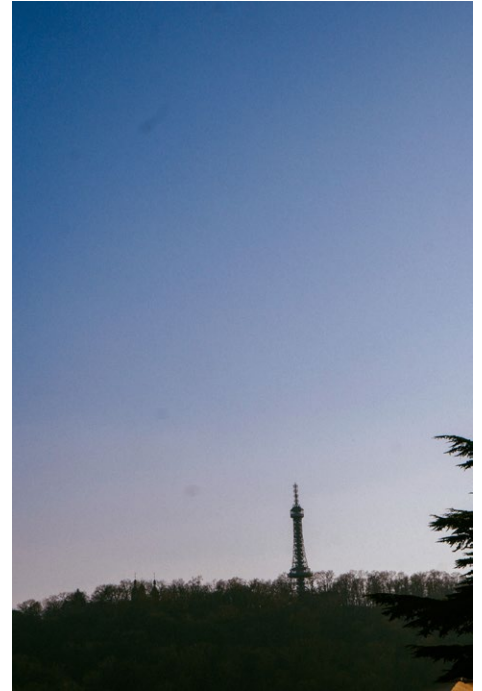
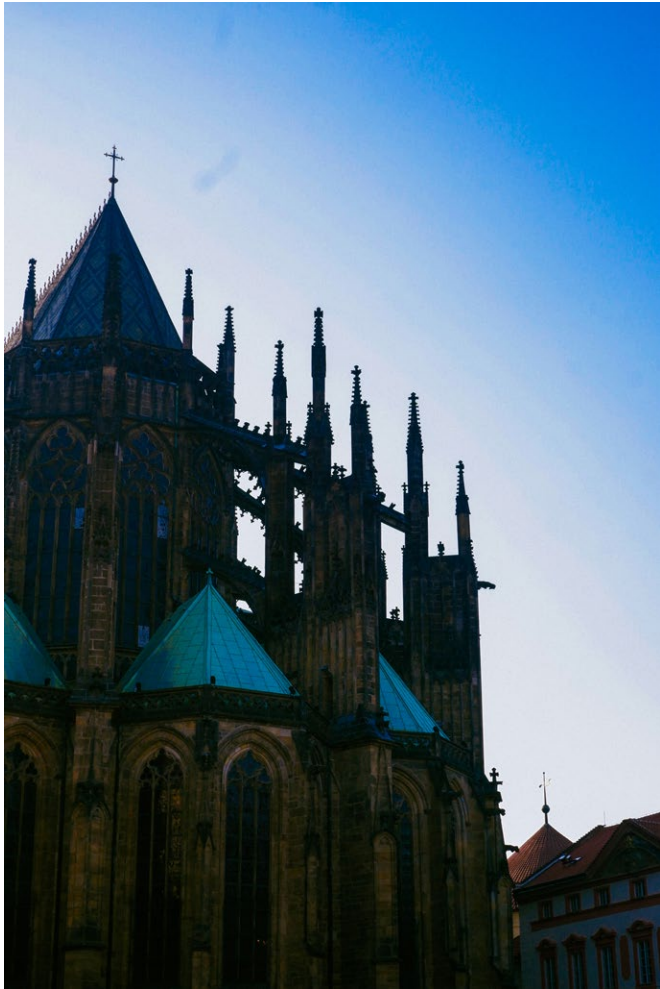
Location:  
Charles Bridge.

Date:  
28/02/2026



Národní  
Divadlo →

Date: 06/03/2026  
Location: Prague Castle.

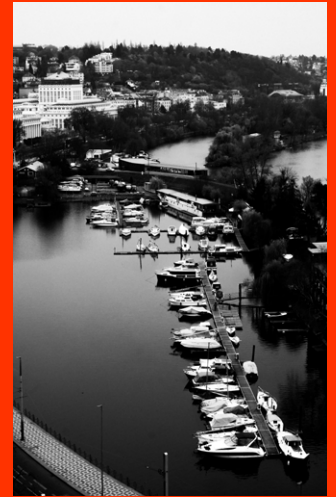


Petrin Hill.



Date:  
12/04/2026

Location:  
Vysehrad.



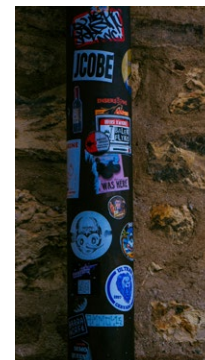
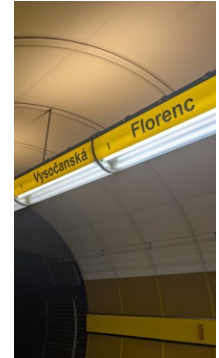
Prague - Vysehrad  
On a cloudy day.

# THERE IS GRAPHIC DESIGN EVERYWHERE IN PRAGUE!

During these three months in Prague, every time I walked through the city, I found myself paying attention to every piece of graphic design around me.

Posters, signage, packaging, menus, typography, stickers on walls, metro maps, anything that visually caught my attention somehow ended up archived in my camera roll.

These are some of the visual identities, details and graphic moments that stayed with me the most.



# My Professional Internship.

Location:  
Maison D'idée.

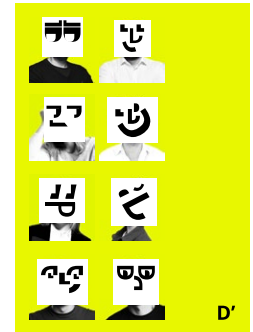
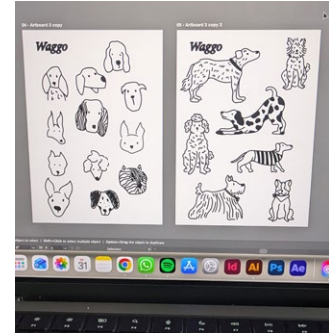
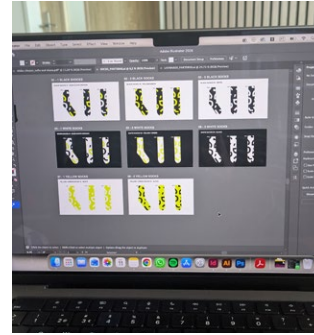
Date:  
23/02 - 25/05/2026



I did my internship at Maison D' Idée as a graphic designer focused on branding and packaging.

Throughout these three months, I worked on several visual identity projects like branding proposals for the agency itself, concepts for a children's hospital in Slovakia and fictional hotel branding exercises. I also developed a fictional packaging project focused on understanding the structure and rules behind packaging design.

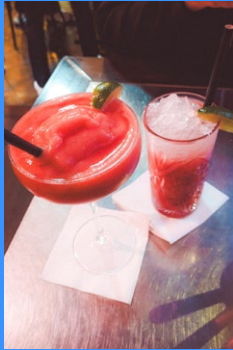
More than just improving my technical skills, this experience helped me grow creatively and professionally. It was the first time I truly felt valued for my ideas, my aesthetic vision, and the way I approach design.





**National Museum.**  
**Prague Castle.**  
**The ZOO.**  
**Petrin Hill.**  
**Namesti Miru.**  
**Jazz Concert.**  
**K-pop Party.**  
**Dacing House.**  
**In a mini boat.**  
**Twining in Prague**  
**National Gallery.**  
**Nightmare Bar.**  
**Hockey Game.**  
**Levels.**  
**Opera House.**  
**Easter Markets.**  
**Music Bingo.**  
**Prague Comicon.**  
**Vysehard.**  
**Charles Bridge.**  
**Old Town Square.**  
**Ghost Tour.**

# FAVOURITE



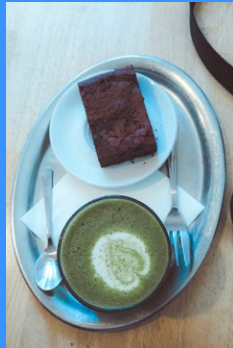
Las Adelitas

Ladys Night!

Strawberry Margarita

# FOOD

mamacoffee



Matcha Latte and a Brownie

Bbred.

Hoisan Bae



Strawberry Matcha

# IN

Mr Dumpling House



Push-pop Futomaki

Sofia's favourite:  
Dubai Roll

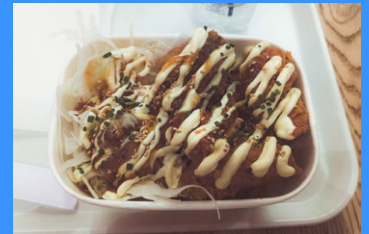


Cinamood

Diana's favourite:  
Oreo Roll

# SPOTS

The Kimchi



Soy Sauce Chicken Cupbap

# PRAGUE.

Typical Czech or not

Location:  
Křéma Kaprova

# SVÍČKOVÁ

SVÍČKOVÁ

Beef Roast in creamy root vegetable sauce, with "Karlovy Vary" style dumplings, garnished with whipped cream and cranberries.

Typical Czech or not

Location:  
Sweet Dreams

From Hungary!

# TRDELNÍK

Tourist Trap...

TRDELNÍK

Chimney cake filled with strawberries and chocolate with ice cream on top.

Location:  
Havelská Koruna

From Germany and Austria!

# SCHNITZEL

KUŘECÍ ŘÍZEK

Fried chicken breast fillet, with potato salad.

Location:  
Křéma Kaprova

# GOUŁASH

HOVĚZÍ GULÁŠ

Beef goulash from shoulder with bread dumplings, with red onion and horseradish.

# Detours

Location:  
Vienna

Date:  
01/05/2026



**Kutná Hora**  
**05/04/2026**  
**Austria - Vienna**  
**30/04 - 03/05/2026**

As time went on, staying only in Prague no longer felt like enough. One of the best things about living in the Czech Republic was its location right in the heart of Europe.

Suddenly, cities like Berlin, Budapest, Vienna and Warsaw were only a train or bus ride away. With some long weekends, a new destination seemed possible. Sometimes the plan was carefully organized, sometimes it was booked the night before.

Either way, I found myself constantly curious about what existed beyond Prague.

For a few days at a time, Prague stopped being the destination and became the starting point.

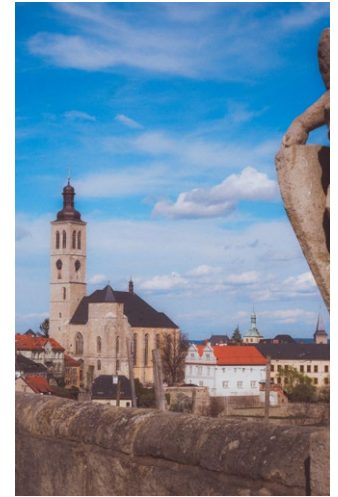


Location:  
Schönbrunn Palace

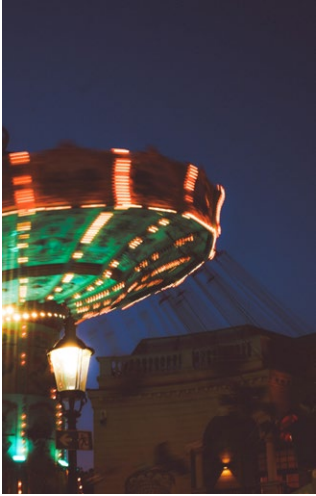
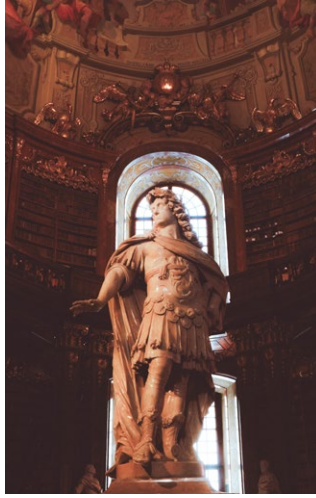
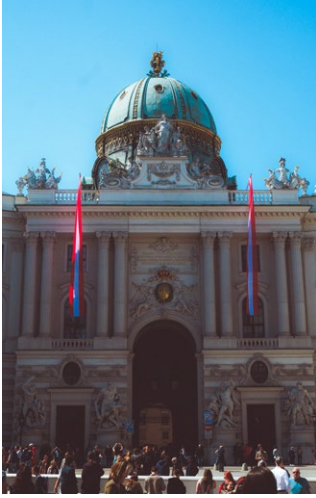


Date:  
05/04/2026

Location:  
Kutná Hora

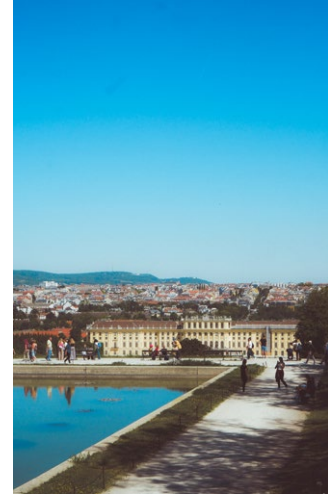
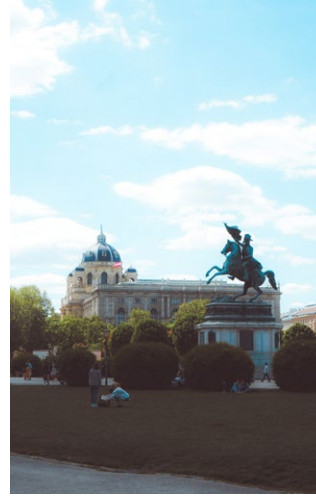
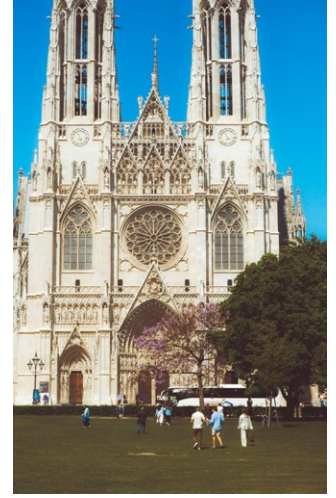
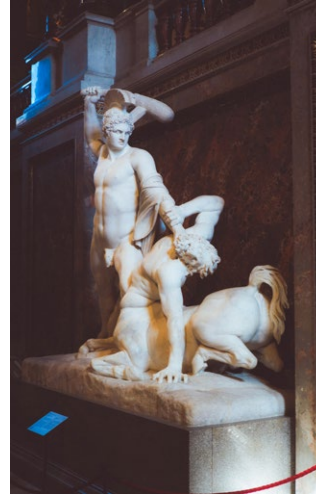


Kutná Hora - Czechia  
Fairy Tale City.



Date:  
30/04 - 03/05/2026

Location:  
Vienna - Austria



Vienna  
City of Romance.

# What happens in Prague, stays in Prague.



**To me, Prague was the city where I learned how to be an adult and understand the world that surrounds me. - sofs.**



24.02.2026



Molava River



28.02.2026



Kutná Hora



Havelská Koruna



Levels



Diana



01.03.2026



National Museum



Petřín Hill



Maison D'IDÉE



Old Town Square



Prague Comicon



GIGI (magická)



Nightmare Bar



Five GUYS



Vyšehrad



25.05.2026

Dear Prague,

For three months, you were my home. You were the city where I grew, where I discovered new parts of myself, and where I truly felt free.

You were the place where I learned so much about my potential, both as a person and as an artist. A place filled with unforgettable first experiences, meaningful friendships with people from all over the world, endless late-night conversations, and moments that I will carry with me forever.

You gave me incredible meals shared with wonderful company, peaceful spaces where I could truly relax, and memories that will always make me smile. Every street, every corner, and every moment became part of a chapter of my life that I will never forget.

I will always be grateful to this city for welcoming me with open arms and making me feel like I belonged. Today, I am proud to say that I lived here, that I grew here, and that Prague will forever be a part of who I am.

Děkuji, Prague.

— SofS



## SOFS IN PRAGUE

ETIC, Graphic Design, Communication and Multimedia.

Concept Selection, Creation / Sofia Serra

Design and Art Direction / Sofia Serra

Images / Taken by Sofia Serra with a Fuji Film X-T200

and Kodak Digicam Pixpro FZ55.

Typography / Neue Has Grotesk Display, PP Editorial Old,

FK Raster Grotesk Compact, PP Watch, Kiddo - Soup,

PP Model Mono.

Special Thanks to / Susana Bronze, Inês Serra and Erasmus+ Program.

23/02 - 25/05/2026

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