

VIENNA DESIGN WEEK

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A City Full of Design: 28.9. – 7.10.2018

VIENNA DESIGN WEEK is an annual curated festival putting design in Vienna into the spotlight since 2007. During ten days the city becomes a stage for a wide array of design.

We see ourselves as a festival for and by the public. Our aim is to make design accessible to a wide audience while also catering to a specialist scene. The events, exhibitions and guided tours offer both entry-level access and in depth reflection. Also almost all activities and events on the festival's programme are free.

Product, furniture, industrial, graphic and social design as well as architecture are all featured at VIENNA DESIGN WEEK with a guest country and a focus district in Vienna creating red threads through the festival. In addition to our curated formats like Passionswege, Debüt and Stadtarbeit our Programme Partners contribute a vital part to the width and depth of our programme.

Key figures VIENNA DESIGN WEEK 2017

Visitors:	34,126
Events:	more than 190 in over 70 locations
Programme partners:	64
Festival guide edition:	7,000 German, 3,000 English
Overview Map Folder edition:	20,000 bi-lingual
Press clippings:	325 (print, online, TV and radio)
Facebook fans:	28,658 (as of January/2018)
Instagram followers:	5,659 (as of January/2018)
Newsletter subscriptions:	approx. 5,000
Website visitors (including mobile version):	130,362 (in the festival duration from Sep. to Nov.)



Programme Partners

Our Programme Partners place independently organized events in the framework of VIENNA DESIGN WEEK which makes them an integral part of the festival. The contributions can feature content from all the fields covered by VIENNA DESIGN WEEK and take wide range of shapes and forms.

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Who can become Programme Partner?

Austrian and international businesses, museums, institutions, galleries and design studios are invited to take present themselves, their products and ideas. Our Programme Partners come from different backgrounds. What unites them is that they want to utilise VIENNA DESIGN WEEK as a platform to publicly present their work and make their contribution to contemporary design.

What could be your contribution?

A project idea, an experiment, an exhibition, a pop-up store, a performance, a workshop, an installation, a product presentation – we are open to all sorts of ideas! The timeframe of the contributions is flexible too: They can range from a one-off event to an exhibition taking the whole ten day of VIENNA DESIGN WEEK. Any festival thrives on a notion of “now or never”. To be successful you need to convince our audience to pick precisely your contribution from the programme book because it offers a unique experience.

We are happy to share our experiences of what has worked in past with to help you lay your contribution!

What are the benefits of becoming a Programme Partner?

Besides the extensive network surrounding VIENNA DESIGN WEEK our Programme Partners value the close contact with the international professional audience as well as with the wider public. The inclusion of our Programme Partners into the national and international media presence and PR work is another great benefit. Each year we host several international journalists and accompany the whole festival including the contributions of the Programme Partners with targeted public relations efforts.

In general the prestige of VIENNA DESIGN WEEK and its unique atmosphere create an attractive framing for our Programme Partners.

Financial framework

We ask our Programme Partners pay a fee to cover the expenses for promotion, printed materials, PR work and organisational support:

- € 1,000 designers, architects, collectives, single person companies
- € 2,000 universities and institutes of higher education
- € 3,000 SME, cultural institutions
- € 5,000 major business enterprises

These costs are based on a locations organised by the Programme Parters themselves. For support finding a location and for providing facilities for events we will have to charge an additional fee.

How can I take part?

If you are interested in taking part, please send us an outline of your concept including images. After an agreement has been reached between the programme partner and VIENNA DESIGN WEEK, a cooperation agreement will be signed.

The deadline for registrations is the 8th of June 2018.

EARLY BIRD BONUS: Get 10% off the participation if you register by the 9th of March 2018.

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We are happy to help you along the way to becoming a Programme Partner at VIENNA DESIGN WEEK. Don't hesitate to approach us with any questions.

Contact

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You're in great company!

Over the years Programme Partners of VIENNA DESIGN WEEK have included:

Architekturzentrum Wien, Artemide, Augarten Porzellan, Belvedere, Bene, Dyson, Dunbar's Number, Fedrigoni, feinedinge, Formabilio, Francesco Ciccolella, Galerie Krehky, Galerie Mario Mauroner, Habari, Hofmobiliendepot, Ikea, Interio, Kohlmaier, Kunsthalle Wien, Labvert, Laufen, Lobmeyr, Lucia Massari, MAK, NDU St. Pölten, Nespresso, Neudoerfler Office Systems, Neue Wiener Werkstätte, Nous, Poltrona Frau, Qwstion, RADO Boutique Vienna, Ringstraßen Galerien, Rumänisches Kulturinstitut, Schuberth und Schuberth, Stamm, Swarovski, Studio ES, SwdZ, TU Wien, Urbanauts, Verdarium, Vitra, Volvo, Walking Chair, Wien Museum, Wittmann, and many more

Other things that could be of interest to you

Focus District

VIENNA DESIGN WEEK does not only fill the whole of Vienna with design but also concentrates its attention on one of Vienna's districts – a different one each year. The characteristics of this Focus District put their stamp on the whole festival and we take to opportunity to puts the spotlight on special locations in the district and encourage local companies to showcase their work.

Festival Headquarters

The Festival Headquarters is the heart of VIENNA DESIGN WEEK. Each year we choose an outstanding building in the Focus District and transform it into a gateway into the festival. It houses a curated selection of contributions ranging from the Guest Country exhibition and the Debut projects to a pop-up café.

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Guest Country

Every year we try to offer our audience deep and detailed insights into the creative scene of another European country and so VIENNA DESIGN WEEK highlights the design scene of a guest country. Previously invited countries include: Poland, the Netherlands, Switzerland, Spain, Hungary, France, the Czech Republic and Romania.

VIENNA DESIGN WEEK 2017 in the media:

„Vienna’s Design Week is a feast of ideas that reveal the many ways design enhances our lives.“

- **Andrew Standen-Raz, Metropole, September 2017**

„Die Vienna Design Week macht es den Wienern leicht, über Design zu stolpern, an dem sie sonst gern auch achtlos vorbeigehen. (...) Vom Würstelstand bis Food-Design, vom Wettbüro ins Designstudio: Die Vienna Design Week öffnet Türen, Tore und Schlupflöcher.“

- **Peter Patterer, Die Presse Schaufenster, September 2017**

„Seit 2007 gibt es das Festival, und es ist erstaunlich, dass es Direktorin und Mitbegründerin Lilli Hollein mit ihrem Team Jahr für Jahr zustande bringt, sogar Wien-Auskennern noch neue, unbekannte Orte zu präsentieren. Touristen, von denen immer mehr wegen der Vienna Design Week Wien besuchen, sowieso.“

- **Christopher Wurmdobler, Architektur & Bau Forum, September 2017**

„Ein spannender Fokusbezirk, originelle Passionswege und ein Gastland – die stets frischen Zutaten der Vienna Design Week haben sich bewährt und Österreichs größtem Designfestival eine eindrucksvolle Kontinuität beschert.“

- **Thomas Wagner, Stylepark, September 2017**

„From social design collectives investigating the city and transnational collaborations between universities to young designers immersing themselves in rural Austria, many of the projects presented during the eleventh edition of the Vienna Design Week (...) had one thing in common: the tendency to rethink and question traditions through stimulating collaborations.“

- **Laura Drouet, Olivier Lacrouts, Elle Decor Italia, Oktober 2017**

„Neues Design, ausgefallene Entwürfe und innovative Projekte: All dies macht die Vienna-Design-Week jedes Jahr zum Must-see (...).“

- **Flair, Oktober 2017**

„Die elfte Ausgabe des Designfestivals „Vienna Design Week“ in diesem Herbst bot reichlich Gelegenheit, die Wien-Klischees zu überdenken. Oder besser: zu erweitern. Denn ein Rundgang zu den zahlreichen Ausstellungen des Festivals lehrte, dass sich Gegenwart und Geschichte hier bestens vertragen und die zeitgenössische Designszene ein lebendiger Teil der Stadt ist.“

- **Jasmin Jouhar, Frankfurter Allgemeine Sonntagszeitung, Oktober 2017**

