

VIENNA DESIGN WEEK

VIENNA DESIGN WEEK 2019

Austria's biggest and most international design festival addresses essential and topical issues relating to design. Designers from Vienna, Austria and all of Europe experiment, present and discuss. VIENNA DESIGN WEEK interlinks and activates the entire city and its design potentials. From 27 September to 6 October 2019, Vienna will once more become a "City Full of Design" for the 13th time in a row. The festival views design as an integral element of everyday life that far transcends any merely aesthetic contribution but rather acts as a multifaceted, deeply effective instrument of society.

On ten days in autumn, Vienna will again showcase design in its myriad formats – exhibitions, product presentations, workshops, participatory projects, talks and tours across the city – while this year's focus district Alsergrund will reveal novel, surprising and trendsetting insights. The event will feature national and international projects, positions, creative and production processes as well as experimental approaches in the fields of architecture or graphics as well as product, furniture, industrial and social design. However, VIENNA DESIGN WEEK is not conceived solely for an expert audience but open to discourse in all directions by involving both an interested local public and visitors to Vienna. The objective lies in familiarising the widest possible audience with the innovations, concepts and design processes underpinning the products and systems that surround us.

New projects too, are developed in the context of VIENNA DESIGN WEEK. Towards this goal, the festival adopts a varied curated programme and strives for innovation. By blending and combining different disciplines, special attention is given to the links between design and business and to the promotion of experimental approaches. As a result, the festival has established itself as a steadily growing network of Austrian and international creative professionals and enterprises that unites and mutually strengthens culture, business and media. As a content-oriented design festival, the 13th VIENNA DESIGN WEEK is concerned, precisely like its predecessors, with making the wide range of issues, challenges, work practices and problem-solving skills in design visible and perceptible.

"Digital change impacts the ways in which we live, work, communicate and move – today and even more so in the coming years. Design is a playground for innovation as well as the discipline that provides the tools that help us to integrate these processes of change sensitively into our everyday lives. At the same time, it is an artistic discipline, with positions that are political, demand critical engagement and refute easy compliance. In the digital era, design is the hub that gives shape to our everyday lives." Lilli Hollein,
Festival Director

VIENNA DESIGN WEEK

GUEST COUNTRY: FINLAND

With its changing focus, VIENNA DESIGN WEEK aims to grant detailed insights into the creative work of a different European country year after year. Finnish design is inextricably linked to such characteristic and renowned brands as Artek, Iittala or Marimekko. Leading Finnish designers like Alvar Aalto are considered modern classics, Nokia wrote design history with the first generations of mobile phones, and the Finnish sauna is the mother of all spas. Shedding a light on this multifaceted history of design will be part of this year's festival.

FOCUS DISTRICT

In addition to festival events throughout the city, VIENNA DESIGN WEEK also explores an annually changing focus district. In 2019, this will be the ninth municipal district Alsergrund. This densely populated part of Vienna offers atmospheric diversity, historically significant sites and newly emerging urban development zones. In keeping with the aim of VIENNA DESIGN WEEK to tap new spaces, engage with public space, open doors and discover hidden companies with a long-standing tradition, the new perspectives that will open up in this way for both locals and an international audience are bound to meet with vivid interest.

FESTIVAL HEADQUARTERS

For ten days, the festival headquarters, one of the core elements of VIENNA DESIGN WEEK, will be located in the Althan Quarter in the ninth municipal district. As this year's location partner, 6B47 Real Estate Investors AG will open the doors to the well-known but never before publicly accessible building above the station "Franz-Josefs-Bahnhof" as an exclusive privilege for VIENNA DESIGN WEEK.

FORMATS

PASSIONSWEGE

Design as a connecting, creative-productive element: Passion Paths curated by VIENNA DESIGN WEEK showcases collaborations on equal terms between designers and Viennese crafts and artisan enterprises. On the basis of an intensive exchange of know-how, an open process facilitates experiments free of commercial constraints in order to develop unexpected solutions, projects and products – or simply to ask the right questions.

VIENNA DESIGN WEEK

STADTARBEIT

The Stadtarbeit / Urban Work format of VIENNA DESIGN WEEK is an open concept that, via an open call, enables everybody to participate in the festival with a project in the field of social design. Every year, up to five concepts distinguished by special qualities relating to societal and social issues are selected by an expert jury and implemented in the course of the festival. This format is supported under the MehrWERT sponsoring programme of Erste Bank.

URBAN FOOD & DESIGN

2019 marks another close co-operation of VIENNA DESIGN WEEK and the Vienna Business Agency by presenting their second collaboration on the Urban Food & Design format. This year, the Vienna Business Agency will call upon the city's creative professionals with a challenge to submit solutions addressing the topic of consumption. It is the goal of this challenge to look into possible solutions to relevant questions and to propose ideas for their implementation.

DEBUT

Every year, VIENNA DESIGN WEEK employs its Debut format to invite one Austrian university and one university from the guest country to Vienna in order to present their educational and research approaches through one outstanding project each during the festival. In this way, students from e.g. the Aalto University, Helsinki, are given a platform to showcase and test their work within the scope of an international design festival.

GAME + GRAFIK LAB

In the wake of the great success of the Virtual & Augmented Reality focus of 2018, VIENNA DESIGN WEEK aims to once more widen the perception of design by giving space to digital positions, thereby appealing to new target groups. Towards this goal, the game design focus wants to represent the local game development scene and its work in manifold ways as well as to create a hub providing reciprocal interactions as well as contacts with international partners, other fields of design and the business community. This year's game design focus will be curated by Jogi Neufeld (Subotron) and Erwin Bauer (buero bauer).

VIENNA DESIGN WEEK

GRAPHICS & CAMPAIGN

A blaze of colours – and of events! This year's graphics will guide us through the festival by relying on five (!) colours and variously filled circles, from globes to classic circular surfaces and 3D fonts. Bueronardin takes its inspiration of colour and clarity from the modern and contemporary design of the guest country Finland.

The festival campaign, an outcome of the co-operation between Bueronardin and photographer Katarina Šoškić, pursues the idea of an analogue filter for reality and in three triptychs will feature persons interacting with translucent coloured circles, thereby superimposing a filter on the "City Full of Design".

EDUCATION

Design for all! With a varied roster of workshop and tour programmes, VIENNA DESIGN WEEK invites visitors of all age groups to get informed, have fun and find inspiration – in brief, to experience and personally access design firsthand. In addition to numerous exploratory jaunts through Vienna in general and the focus district in particular, VIENNA DESIGN WEEK will offer thematic communication and mediation programmes on topics that include architecture, social design and crafts.