

## Call for Projects

### departure Challenge: Urban Food & Design

Together with the Vienna Business Agency, VIENNA DESIGN WEEK invites project submissions for a departure Challenge on the subject of Urban Food & Design. Until June 23th 2019 we are looking for projects in the following field:

#### Urban Food and Design: Consumption

Urban space is the determining environment for the development of consumer cultures. It is about the big questions of production, distribution, marketing and communication of food.

At the centre of the call is not only the issue of the origin of food and its preferably closed production cycle, but also questions of transport, packaging and presentation. Furthermore, we are interested in how to achieve a healthy diet for all.

The obsessive preoccupation with food as a lifestyle, where critical reflection usually ends with one's own enjoyment, suggests that we should start thinking about new forms of consumption.

When it comes to shaping our everyday eating habits, we often turn a blind eye, for example to the consumption of "super foods", which are sold like hot cakes despite their critical energy as well as social balance. This is countered by the simultaneously growing awareness of, nose-to-tail concepts, regional and seasonal food and CO<sub>2</sub>-neutral production, to name but a few examples.

We are looking for new approaches and alternative concepts that are not only dedicated to consumption in a narrow sense, but that also focus on consumer structures in general: How do our social structures play into everyday consumption? And who is left out? How can the paradox of all-time availability versus renunciation be solved? And how could a new design of table culture contribute to more inclusion and diversity?

The following further questions may serve as initial clues:

- To what extent can the design of everyday nutritional products (pack sizes, compulsory consumption) satisfy the needs of different forms of cohabitation (shared flats, single households, patchwork families, single parents, etc.)? Which dogmas have to be addressed?
- How could consumer cultures in Vienna be shaped in a more future-oriented way? What are the parameters for supply, character and atmosphere (tradition vs. zeitgeist)? To what extent can design address the emotional themes of consumer culture? How and where can incentives to change consumer behaviour have the most effect?

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- Are there products, processes or instructions in connection with food procurement, preparation or intake that contribute to a better coexistence of different population groups (migrants, older people, people with food intolerances, etc.)?
- What does resource-efficient consumption look like? Which new forms of distribution and organisation, which also include synergy effects and the digital shift, are conceivable?
- What will the packaging of the future look like (biopolymer/mycelium/microclimate, etc.) and what can it do? Are there intelligent recycling systems that are revolutionising the take-out system?

## **Realization**

Up to four projects selected by the jury are entitled to a budget of **2,000 euros per project** for the implementation of their project.

In consultation with the curatorial team of VIENNA DESIGN WEEK, the implementation of the projects will be financed, so that they can be presented to the festival audience. It is important to VIENNA DESIGN WEEK that the festival is free of charge and accessible to all. This should also apply to the projects of this call when it comes to their implementation as part of the festival.

We look forward to receiving your ideas, strategies and proposed solutions on this topic.

## **Selection and implementation of projects´**

A jury consisting of independent jury members as well as representatives of VIENNA DESIGN WEEK and the Vienna Business Agency will select the best projects.

The departure Challenge call runs from **May 28th to June 23th 2019**. The project period for the production and implementation of the concept runs from the end of June to September 25th 2019 and is supported and accompanied by the curatorial team of VIENNA DESIGN WEEK. The final presentation of the projects will take place during VIENNA DESIGN WEEK 2019 from September 26th to October 6th 2019.

This year VIENNA DESIGN WEEK will take place in the Althan Quartier, which serves as the festival headquarters. Vienna's 9th district with its seven different *Grätzeln* (neighbourhoods), features an ever-growing share of creative industries, is densely built-up and strongly sealed and thus has great potential for the present call. The use of the Althan Quarter or the festival headquarters, can be taken into account as part of the project submission.

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## Submission

Please send us a short project description with a maximum of 5,000 characters including spaces with the following content:

- Concept presentation
- Reference to and relevance to the call
- Experience in the respective subject area
- 2 pictures (each in portrait and landscape format, min. 1500 x 700 pixels, data volume of the submission: max. 10 MB)
- Links to websites and/or project videos

As well as:

- CVs of the team members (1 page per person max.)
- Contact sheet

Please send your submissions via e-mail to: [departure@wirtschaftsagentur.at](mailto:departure@wirtschaftsagentur.at) **by June 23th 2019**

## Contact persons for the departure Challenge:

### Vienna Business Agency

#### creative center departure

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