

Press
Release

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**VIENNA
DESIGN
WEEK**

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2019

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 in 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 reciprocally 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

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.

“More than perhaps any other part of the world, the Scandinavian region has developed its own, characteristic style – a style that for decades has been exerting worldwide influence.

Finland has written unique chapters of design history and continues to make an essential contribution to contemporary design. Already for several years, VIENNA DESIGN WEEK and Finland have been engaging in a productive exchange. Through the co-operation with our 2019 guest country, the exhibition ‘Wild at Heart’ will convey an understanding of the passionate and definitely nonconformist aspects of the Finnish design scene.”

Lilli Hollein, Director of VIENNA DESIGN WEEK

Curated and developed by designer Tero Kuitunen, the exhibition *Wild at Heart* on contemporary Finnish design will form the centrepiece of the presentation of Finland as this year's guest country. Eleven Finnish designers and brands will showcase cutting-edge aspects of Finnish design through works including textile and wood design, artworks and design objects: Eero Aarnio, Klaus Haapaniemi, Antrei Hartikainen, Tuuli-Tytti Koivula, Tero Kuitunen, Ragmate, Sofia Okkonen, Teemu Salonen, Aamu Song and Johan Olin as well as Milla Vaahtera.

“In the exhibition, I want to present design pieces, fine art, fashion, sculpture and photography. I think it's interesting and also important to show just how multidimensional the field we call design is.”

Curator Tero Kuitunen on the exhibition

The title of the exhibition *Wild at Heart* draws attention to a less noted aspect of the Finnish mentality: the reserved surface often masks lots of humour, exuberance and passion. Alongside “wild humour“, Kuitunen's show is also inspired by “rough beauty” and design as a social factor.

Moreover, Finnish design will also be highlighted in many of the festival's other programme formats, including a Finland Lounge, a Design Diplomacy Talk and much more.

The presentation of Finland as this year's guest country is made possible by the Finnish Institute in Germany together with the Embassy of Finland in Vienna as well as Business Finland and Visit Finland.

VIENNA DESIGN WEEK

We are particularly looking forward to the inauguration night, which will be celebrated with more than 1,000 invited guests and will feature a performance by Jimi Tenor together with the orchestra of Vereinigte Bühnen Wien (VBW). For decades, the Finnish musician has been crossing boundaries far beyond insider scenes, delighting audiences with his rhythms and unique mix of different genres ranging from house, easy listening and – as indicated by his name inspired by the tenor sax – jazz. Take us, baby!

“For many years, VIENNA DESIGN WEEK has been a symbol of innovation, art and creativity. The fact that we will open this year’s festival together with Jimi Tenor is clear proof of the artistic versatility of our orchestra. Our musicians not only create a superb sound for the musicals performed in our theatres, but also demonstrate their broad range of musical virtuosity outside the VBW stages.”

Artistic Director Christian Struppeck & Managing Director Franz Patay, Vereinigte Bühnen Wien

VIENNA DESIGN WEEK

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.

Since 1978, the area has been a hotspot of urban planning as a result of the current architectural complex designed by the architect partnership around Kurt Hlawenicka and Karl Schwanzer. With a surface of 2.4 hectares, the area is Vienna's biggest urban development project within the perimeter of the Gürtel boulevard and as such has invited a fair deal of controversy. Especially because the complex has remained a much-discussed issue to this day for local residents, architects, politicians and the business community, constitutes a visually striking architectural landmark and moreover offers a wide range of attractive plots, the emerging Althan Quarter provides an ideal stage for VIENNA DESIGN WEEK.

"We are delighted that this year's VIENNA DESIGN WEEK will stop at the Althan Quarter. This form of interim use will generate many positive impulses for the district. In particular, it will highlight the attractiveness of this site for contemporary design and urban manufacturing. As developers, we attach great importance to strengthening these location assets."

Peter Ulm, CEO of 6B47 Real Estate Investors AG

VIENNA DESIGN WEEK

FORMATS

PASSIONSWEGE

Design as a connecting, creative-productive element: Passionswege 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. With its open-ended, moderated processes of rapprochement between enterprises on the one hand and Austrian and international designers on the other hand, the Passionswege format enjoys worldwide renown as a central element of VIENNA DESIGN WEEK. In 2019, Passionswege will again connect artisan businesses in the city centre and the focus district with designers from Austria, the guest country and Europe in general. Fees and travel expenses will be borne by VIENNA DESIGN WEEK with the support of the Vienna Economic Chamber.

“Unexpected alliances, hidden gems, open-ended experiments and a breath of fresh air: all these are what Passionswege stands for in my opinion and also what makes this festival format so special – without forgetting that the general public will just perceive the (admittedly, often lovely) tip of the iceberg, while the preceding months of co-operation only become visible in the quality of the resulting products.”

Gabriel Roland, co-curator of Passionswege

STADTARBEIT / CITY WORK

The Stadtarbeit / City Work format of VIENNA DESIGN WEEK is an open concept that, via an open call, enables everybody to participate in the festival with projects 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. Since 2015, the Erste Bank *MehrWERT* Design Prize is moreover awarded annually to a winning project of the City Work format selected by the jury.

“City Work is and remains a labour of love for VIENNA DESIGN WEEK. This year as in the past, we want to promote projects that take up social and urban challenges and reveal the social potential of our focus district.”

Hanna Facchinelli, Project Manager, City Work

VIENNA DESIGN WEEK

URBAN FOOD & DESIGN

2019 marks another close co-operation of VIENNA DESIGN WEEK and the Vienna Business Agency by presenting their second collaboration under 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 theme of consumption. After all, in 30 years from now, close to two thirds of the world population will live in cities. To ensure the liveability of cities, their inhabitants must be supplied efficiently and sustainably; this calls for alternative forms of consumption and innovative ways of thinking. It is the goal of this challenge to look into possible solutions to these questions and to propose ideas for their implementation.

The theme of the challenge will again result in an intense programme. The selected projects by Vienna's creative professionals will be introduced during VIENNA DESIGN WEEK in the context of talks, tours, presentations and an exhibition.

“The success of the Urban Food & Design format last year has shown the necessity both of giving in-depth thought to this issue and reconsidering relevant positions. More than ever before, we are faced with the questions of alternative and sustainable food resources, economic production methods and effective supply channels for an ever-increasing number of people. With the Urban Food & Design challenge and the eponymous format, we generate impulses that help the cities of tomorrow to prepare for dealing with these issues.”

Elisabeth Noever-Ginthör, Vienna Business Agency

“The Urban Food & Design format creates a platform within the scope of the festival in order to enable designers and creative professionals to ask questions regarding food production and consumption, to develop future-oriented strategies and to question traditional positions of design within society by looking beyond the boundaries of aesthetics and functionality.”

Julia Schanderl, Project Leader, Urban Food & Design

VIENNA DESIGN WEEK

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.

“One of the most outstanding strengths of design is its ability – stemming from its very nature as a set of tools and skills – to flexibly confront current challenges as they arise. Nurturing intensive contacts with newcomers is essential for highlighting and fostering this capability for self-renewal. Therefore, VIENNA DESIGN WEEK invites educational institutions on an annual basis to present themselves and their students. In this context, we attach particular importance to not only showcasing debuts but rather strive to experience and perceive products and processes that are truly novel.” Gabriel Roland, Project Leader, Debut

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GAME + GRAPHIC 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 that provides 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).

For this purpose, the time-tried lab format of VIENNA DESIGN WEEK will be reactivated and transformed into a trial venue and experimentation room for game and graphic designers. In this way, visitors are provided with glimpses into, and a hands-on understanding of, design and creation processes, as game developers and graphic designers find ways of direct, live co-operation at the festival headquarters.

“Digital, interactive games are labs for risk-free experimentation with competitive or shared challenges and, through technological innovations and artistic openness, allow for novel design options. The game design focus of VIENNA DESIGN WEEK fosters participatory synergies and triggers co-operative processes beyond rules and targets. Different settings at the festival headquarters connect local game developers with the international scene and render the interdisciplinary potentials of the medium transparent.”

Jogi Neufeld, SUBOTRON

The Game + Graphic Lab will be accompanied by an extensive framework programme that provides interactive and discursive insights into a design discipline of near-limitless dynamism.

“Watching designers at work, being able to interact with them and ask questions, learning to understand what exactly their work consists of – all this provides visitors to the lab of VIENNA DESIGN WEEK with a very special inside view into the design process of creative professionals. With this year's game design focus, we aim to take up a playful issue that fascinates all generations and is of constantly growing relevance.”

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".

MEDIATION

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. The schools tours, which will again be conducted by the mediation team "Wanderklasse" (Itinerant Classroom), will highlight ways in which design impacts everyday life as well as places where design is actually happening in Vienna. In addition, a useful handout will be available for teachers to enable them to take their pupils independently through the world of design.

VIENNA DESIGN WEEK

PROGRAMME PARTNERS

Alongside the curated formats, our programme partners also contribute significantly to the great variety of the festival. National and international enterprises, museums, institutions, galleries and design studios are invited to present their activities through temporary contributions in the course of the ten-day event, to participate in the local design scene and at the same time to benefit from the comprehensive network and strong media exposure of VIENNA DESIGN WEEK. The contributions by our programme partners thus familiarise festival visitors with design from a great variety of perspectives in addition to reflecting the creative potential of the world of economy and business. Cultural institutions pool their presence in the context of the festival, and the integration of the local scene into international networks is made visible.

At previous festivals, around 60 programme partners participated annually in a great variety of locations. The contributions – from experimental exhibitions to pop-ups and performances – either extend over the entire duration of the festival or are conceived as one-off events. The submission deadline for programme partners ends on 11 June 2019.

“No matter whether it’s big enterprises or tiny studios – everybody is welcome to join in. When planning the festival, diversity is not only desirable but essential. As in previous editions, the activities of our programme partners specially developed for VIENNA DESIGN WEEK are certain to amaze and fascinate our visitors.”

Laura Winkler, Project Leader, Programme Partners

VIENNA DESIGN WEEK

PARTNERSHIPS AND CO-OPERATION VENTURES

Since 2007, VIENNA DESIGN WEEK – co-founded and directed by Lilli Hollein – has been made possible through the support of several strong partners. Financially, the festival, which last year welcomed more than 40,000 visitors, disposes of a budget of slightly over Euro 500,000, with about two thirds of these funds provided through partnerships and sponsoring programmes disbursed by the private sector.

For many years, the Austrian Federal Chancellery has been a reliable partner that additionally supports the festival team in its year-round activities. As a result of this support, VIENNA DESIGN WEEK acts as a platform and communicator of Austrian design at home and abroad also outside the festival period and moreover pursues networking efforts with international partners.

"Design acts at a challenging interface. It blends pure functionality with aesthetics – an exciting and charged relationship that demands a lot from designers yet motivates them to continue delivering outstanding results. With VIENNA DESIGN WEEK, Lilli Hollein places artists who shape and often define our everyday life in myriad ways at the centre of attention. The festival researches, networks and presents contemporary design, and both an expert audience and the general public continue to respond with enthusiasm year after year. My compliments!"

Federal Minister Gernot Blümel

The Vienna Business Agency (VBA) has provided support for VIENNA DESIGN WEEK since day one. Together with VBA, a challenge by "departure" – the creative centre of VBA – in the context of the Urban Food & Design festival format will be organised in 2019. Projects addressing the issue of consumption may be submitted for the challenge until 30 June 2019. Selected projects will receive a sum of up to Euro 1,500 for implementation. The final presentation will take place during VIENNA DESIGN WEEK 2019. The Vienna Business Agency will support the future-oriented theme of Urban Food & Design by featuring talks, tours and innovative presentations.

"Vienna is one of the world's most liveable cities, which is why more and more international companies are joining us every year. The population is growing in rhythm with the thriving economy and will soon reach two million – we are working, residing, living and consuming in an increasingly crowded space. This year, we are therefore inviting designers to participate in the Urban Food & Design challenge we have launched in collaboration with VIENNA DESIGN WEEK. Our focus is on consuming and consumption: what might local food production, including hospitality and enjoyment, look like in the future? We are convinced that the creative spirits in our city can help us to move ahead with gusto!"

Gerhard Hirczi, Managing Director, Vienna Business Agency

VIENNA DESIGN WEEK

The Vienna Tourist Board has been supporting VIENNA DESIGN WEEK for many years as a partner, thereby emphasising its conviction that the attractiveness of a city is also closely linked to its contemporary design and creative potential. In keeping with the motto “Vienna – The Stage Is Yours!”, the city invites its guests to chance out-of-the-ordinary encounters and encourages them to break free from the traditional map of classic tourist staples and instead learn about the “stages of the authentic Viennese”. This is in accord with the festival, for VIENNA DESIGN WEEK likewise offers an enormous wealth of possibilities to encounter designers, hence acting as a stage for creativity and artistic diversity to which locals as well as visitors of the city are looking forward with interest.

“Vienna’s reputation as a centre of excellence in the fields of art and culture does not only stem from established cultural manifestations, but is also the result of innovative festivals such as VIENNA DESIGN WEEK. This event interlinks modern design with traditional crafts and at the same time generates important impulses for urban development through its annually changing focus districts.”

Norbert Kettner, Director, Vienna Tourist Board

Moreover, we want to thank Municipal Department 7 – Cultural Affairs of the City of Vienna for its long-standing partnership and support in our common efforts to strengthen Vienna’s reputation as an open and internationally respected hub of the creative industries.

“In its 13th year, VIENNA DESIGN WEEK takes its visitors once more to a new corner of the city – this year’s focus district is Alsergrund, with the festival headquarters located in a structure that since the 1970s has been resting atop the station ‘Franz-Josefs-Bahnhof’ as a striking landmark. The changing city perspectives created as a result of this annual relocation also apply to the way in which VIENNA DESIGN WEEK views design: always searching for new themes and aspects, with design and creation ranging from a tiny scale to urban planning issues, while interlinking local protagonists with an international scene. Thus Vienna is much more than a mere event venue; rather, it is tightly intertwined with the curatorial structure of the festival. Working with this city is a productive endeavour – it means acting in unison, universally, and with great passion.”

Veronica Kaup-Hasler, Executive City Councillor for Cultural Affairs and Science

Another partner repeating its support for VIENNA DESIGN WEEK 2019 in the context of a partnership is [austria wirtschaftsservice | aws Kreativwirtschaft](#).

“Design is not only aesthetic surface, but produces important innovations to ensure the competitiveness of Vienna as a business location, in particular if the opportunities afforded by digitalisation are tapped in this context. As a development bank of the Federal Republic, aws therefore supports enterprises active in design and digitalisation through the aws impulse programmes, but also through know-how and simplified digital access to the aws offerings. Yet design and innovation equally need places of discussion and inspiration, such as those created by VIENNA DESIGN WEEK. aws thus appreciates the possibility of supporting this initiative in the long term.” Edeltraud Stifinger & Bernhard Sagmeister, Managing Directors, Austria Wirtschaftsservice GmbH

VIENNA DESIGN WEEK

Furthermore, the Vienna Economic Chamber will act as a sponsor and public partner of VIENNA DESIGN WEEK 2019 by supporting our Passion Paths format aimed at connecting traditional Viennese enterprises and contemporary designers.

“VIENNA DESIGN WEEK is an excellent platform for marketing Vienna and its innovative enterprises regionally, nationally and internationally as a creative industries location. For this reason, the Vienna Economic Chamber has been a partner of VIENNA DESIGN WEEK for many years already and is pleased to continue its commitment in 2019.”

Walter Ruck, President of the Vienna Economic Chamber

As a general partner, Erste Bank will again participate in the City Work format through its MehrWERT sponsoring programme; for the fifth time already, it will confer the Erste Bank MehrWERT Design Prize on the best project in this format.

“In our long-standing partnership with VIENNA DESIGN WEEK, we have been specifically supporting the social design theme reflected in the City Work format. To attract even more attention to this issue, the MehrWERT Design Prize will be awarded to one of the City Work projects by Erste Bank already for the fifth time. In this way, the City Work format is able to successfully and tangibly present the goals of the MehrWERT sponsoring programme of Erste Bank: we place great emphasis on the networking and co-operation of our partners active in the cultural and social sectors. Under the City Work heading, the project participants co-operate with services of Caritas as well as with other social services, which allows for new insights and learning processes.”

Ruth Goubran, Erste Bank, Head of Community Affairs & Sponsoring

We equally appreciate the renewed support of our general partner RADO. In the context of VIENNA DESIGN WEEK, RADO confers the Star Prize Austria to honour one of the shop display installations selected previously via an open call and shown several months before the festival at the RADO Boutique.

“Since the inception of VIENNA DESIGN WEEK, RADO has been a proud partner of the festival. After all, design, innovation and technology as well as the fostering of design talents are the central pillars underpinning the brand philosophy of the Swiss watch manufacturer RADO. We are therefore happy to be again represented in 2019 at the highlight event of Austria’s design scene.”

RADO

VIENNA DESIGN WEEK

We are moreover very happy to have acquired a new general partner in the form of coffee specialist J. Hornig. An open design competition will search for innovative solutions for the future preservation, storage or warehousing of ground or whole coffee beans. The winning project will be presented during VIENNA DESIGN WEEK.

“We at J. Hornig want to offer our customers Europe’s most up-to-date coffee experience. For this reason, we constantly strive to further improve the traditional ways of coffee preparation and use. Since we know that 99.9% of the world’s smartest minds do not currently work for J. Hornig, we want to find novel solutions for coffee storage in the context of a design competition.”

Johannes Hornig, CEO

Peugeot, our general partner in the field of mobility, will support VIENNA DESIGN WEEK already for the fifth time. Thus our visitors will again be able during the 2019 edition to travel through the city with a special festival shuttle while receiving insights into the upcoming models Peugeot will launch in the near future.

As in previous years, our 2019 partner hotels – the design hotels 25hours hotel and Ruby Marie as well as the Beethoven Hotel – will accommodate our guests from outside Vienna and abroad.

Like last year, the Wieninger winery’s “Gemischter Satz” brimming in the glasses of our inauguration guests is bound to ensure a sparkling atmosphere. And to guarantee a refreshing festival, this year’s mineral water supplier will be Vöslauer, alongside Trumer Private Brewery for beer and Finnish distillery Kalevala as purveyors of vodka.

VIENNA DESIGN WEEK

VIENNA DESIGN WEEK IN FIGURES

- 40,000 visitors
- 450 published articles
- Over 250,000 web and mobile device hits
- Over 130,000 website visitors during the festival
- Over 29,000 Facebook followers
- Over 7,500 Instagram followers

VIENNA DESIGN WEEK ONLINE

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TEAM OF VIENNA DESIGN WEEK

Lilli Hollein	Director, Chair
Alexandra Brückner	Project Manager, Festival Headquarters, Sponsoring, Game + Graphic Lab
Hanna Facchinelli	Project Manager, City Work, Social Media
Gabriel Roland	Project Manager, Programme Partners, Guest Country, Passion Paths
Caroline Rösner	Trainee
Julia Schanderl	Project Manager, Public Subsidies, Co-ordination of Printed Materials, Urban Food & Design, Mediation
Laura Winkler	Project Manager, Programme Partners, Sponsoring
Erwin K. Bauer	Guest Curator, Game + Graphic Lab
Jogi Neufeld	Guest Curator, Game + Graphic Lab
Christof Nardin/Bueronardin	Art Direction, Graphic Design
Robert Rüt	Exhibition Architect
Matthias K. Heschl	Editor, Programme Guide
Ana Berlin	a b c/Press/PR
Vanessa Lindenau	a b c/Press/PR

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