

**VIENNA
DESIGN
WEEK**



VIENNA DESIGN WEEK



The VIENNA DESIGN WEEK is Austria's largest curated design festival. Since 2007 it has played host to around 200 events with 40,000 visitors and is organized by a non-profit association.

Ten days during which Vienna will become a showcase for design, where critical debate and mediation play a role and processes of creation are revealed. Exploration, asking questions and informal exchange will not be neglected. Product, furniture, food, graphic and social design as well as architecture are the focus of the event.

In addition to curated formats such as Passionswege, Urban Food & Design and Stadtarbeit, the theme will be complemented and communicated by numerous PLATFORM Partners.



Not only the many years of experience in dealing with the demands and wishes of partners is responsible for the fact that numerous cooperations have existed for years, it is above all an indication of the efficiency and reliability of the association.

Each partnership is regarded as a special challenge, for which individual concepts are needed in order to achieve a maximum of advertising effect and sympathy gain for the partners.

Pursuing common goals is for us the best prerequisite for a fair and long-term partnership that brings profit for both sides. Often useful and sustainable synergies result from a cooperation.

VIENNA DESIGN WEEK

Design creates added value for local communities! The social design format **Stadtarbeit** facilitates projects that address the permanent transformation of our urban and social fabric: projects that search for concrete answers and seek to use design resources as social levers.

This was the eighth year in which an expert jury has selected projects for the Erste Bank ExtraVALUE Design Award. The prize includes an implementation budget that enables the three selected projects to be realized during the VIENNA DESIGN WEEK 2022 as part of the format Stadtarbeit.

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For the fifth time in a row, the VIENNA DESIGN WEEK and the Vienna Business Agency worked closely together to create the format **Urban Food & Design**.

Following up on the subjects of the Challenges between 2018 and 2021 – which ranged from urban farming and production via local and social relationships to conceptual hospitality and culinary culture – this year's format addresses processes of economic transformation: With a special focus on closed value creation loops, designers have joined up with companies from various sectors of the food industry to develop concrete design solutions that are now being presented in the festival as tangible flagship projects.

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VIENNA DESIGN WEEK

Ever since it was founded, the VIENNA DESIGN WEEK has addressed the specific situation in Vienna's districts and neighborhoods. The new format **Ums Eck** enables the festival to examine local challenges even more closely.

The objective of the series of events, which is supported by the Vienna Economic Chamber, is to work in dialogue with the businesses located on a certain street corner, junction, or square in Vienna in order to develop solutions that create a more sustainable and efficient city – in precisely the place in which such change can be experienced most tangibly: ums Eck – or right on the next corner.

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RADO has been a partner of the VIENNA DESIGN WEEK for 15 years. In cooperation with the festival, the Swiss company offers young designers the opportunity to present themselves in the Rado Store on Kärntner Straße.

The VIENNA DESIGN OFFICE supports communication, curation as well as handling and is an active part of the selection process. The brand has also repeatedly presented an exclusive series of limited edition timepieces, such as a collection with Austrian designer Marina Hoermannseder in 2021. The highlight of this years presentation was the exclusive launch of a special edition created in collaboration with Swiss designer Alfredo Häberli to mark the 60th anniversary of the icon.

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An idea becomes reality: Every product goes through this process. And it usually involves a number of compromises, which means that the end result is often only vaguely reminiscent of the original idea. The Swedish electric car brand Polestar shows that not all concept vehicles are subject to these laws. With its "Precept" it manages the balancing act between vision and realism.

At the VIENNA DESIGN WEEK, Head of Design Maximilian Missoni talked about why the "Precept" is more than just a concept car and how it ultimately masters the transition to the "Polestar 5."

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Together, VIENNA DESIGN WEEK and IKEA commissioned designer Norma Kiskan to design and build an information kiosk. "MMAMMUTTT" is an information stand, bar and seating furniture. To create it, the designer strung individual pieces of IKEA's MAMMUT children's furniture series in a pearl-like fashion onto a tubular steel structure that can be wheeled and unfolded. Thus, these unfold into an adult, Frankenstein's monster mammoth.

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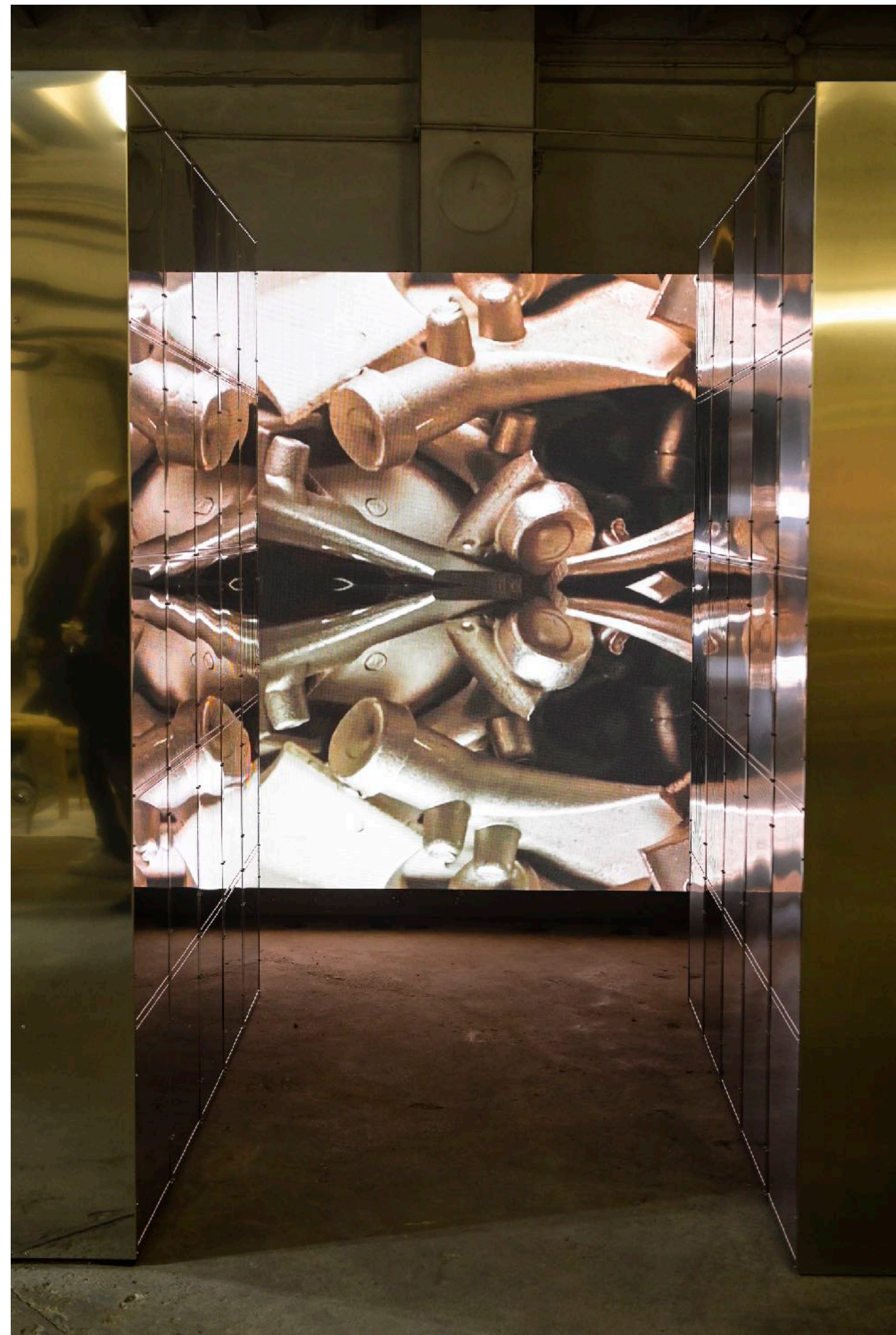
**VIENNA
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General Partner
From 23.000€

Includes exclusive services for partners and their stakeholders (customers, business partners, employees, etc.) that money can't buy. The commitment of the team as well as the network around the VIENNA DESIGN WEEK are necessary and guarantee the success of the special activities.

Supporting Partner
From 5.000€

Even a small contribution can make a big difference. Brand placement is rethought at the VIENNA DESIGN WEEK. We work together with companies and develop ways to present a wide variety of products in a low-threshold way.



PLATFORM From 1.000-5.000€

Companies, institutions, designers, collectives - anyone with something to show can use the VIENNA DESIGN WEEK PLATFORM to present their own event in the festival programme.

The PLATFORM programme takes place at independent locations throughout Vienna, organised by you and communicated by the VIENNA DESIGN WEEK in its programme. You don't have your own venue but would still like to participate? Contact us and we will see what we can do.

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CONTACT US!



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