

A City Full of Design: 25.9. – 4.10.2019

WHAT IS VIENNA DESIGN WEEK?

It is Austria's largest and most prestigious design festival. During ten days a mix of curated and commercial events turns the whole city into 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 the specialist scene we grew out of. Events, exhibitions and guided tours offer both entry-level access and in depth reflection, which is why we are able to activate our audiences particularly well. Also almost all activities and events on the festival's programme are free and offer an interactive approach. 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 and their independently organised events are a vital part of the festival programme.

KEY FIGURES VIENNA DESIGN WEEK

- ~ 450 Clippings print & online
- < 250.000 web and mobile hits
- < 130.000 Website visitors
- < 29.000 Facebook Follower
- < 7.500 Instagram Follower
- ~ 5.500 Newsletter subscriptions

Programmepartner

Our Programme Partners use VIENNA DESIGN WEEK as a platform for their independently organized events. The quality of their work has made them an integral part of the festival. These contributions can feature content from all the fields covered by VIENNA DESIGN WEEK and take on wide range of shapes and forms.

WHO CAN BECOME PROGRAMME PARTNER?

Austrian and international businesses of all sizes, museums, institutions, galleries and design studios are invited to submit concepts presenting 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 ARE THE BENEFITS OF BECOMING A PROGRAMME PARTNER?

In addition to 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 passionate about design. The national and international media exposure as well as the inclusion into our PR efforts are 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 companies, institutions and individuals to present themselves.

**VIENNA
DESIGN
WEEK**

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.

FINANCIAL FRAMEWORK

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

€ 1.000 – designers, architects, collectives, one 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 an independently organised programme and a location supplied by the Programme Partner himself.

Explicitly not included in the fee is the rent of a space in the Festival Headquarters, which due to limited availability we can only grant under curatorial consideration.

EARLY BIRD BONUS

Get 10% off the participation if you register before 27th of April 2020.

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 and additional information sent.

The deadline for registrations is 15th of June 2020.

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