

# VIENNA DESIGN WEEK

In collaboration with



## Open Call for Curators VIENNA DESIGN WEEK 2020–21 Curatorial Research & Vision

VIENNA DESIGN WEEK is Austria's largest and most international curated design festival. With its venue and guest country changing yearly, it is a platform for a wide range of design disciplines, including experimental, speculative, and digital positions. The festival's efforts are driven by the realisation that the toolkit of design is more relevant for society than ever.

To explore ways in which design festivals can act as agents for positive change in an ever-changing world, VIENNA DESIGN WEEK, in collaboration with the British Council, calls U.K.-based practitioners to submit proposals for curatorial research focussing on VIENNA DESIGN WEEK in its international context.

In keeping with our festival's ethos, we actively encourage innovative, even unorthodox methodologies of research, curation, and presentation. We would like to invite curators to delve into the inner workings of VIENNA DESIGN WEEK and research how it fits into the international festival scene, as well as ideas for new formats. Having been part of the British Council's Design Connections programme, we were inspired to create new opportunities and networks for collaboration with the UK design sector, and to think about what the UK as guest country for VIENNA DESIGN WEEK 2021 might look like.

### What we are looking for

- A U.K.-based curator to conduct an in-depth research project on international design festivals, their methodologies, with VIENNA DESIGN WEEK used as a case study to test and develop new formats.
- Someone interested in international design weeks and festivals, with experience in research and curatorial work who is able to utilise a research residency in Vienna to delve into the specifics of VIENNA DESIGN WEEK, its formats and its networks
- New connections between VIENNA DESIGN WEEK and designers as well as institutions in the U.K.
- A report summarising and contextualising the research project's findings, thus facilitating the further development of VIENNA DESIGN WEEK

### What we offer

- Behind the scenes access to the team, planning process, resources, network, and programme of VIENNA DESIGN WEEK
- The chance to conduct a future-oriented research project in the framework of a renowned international design festival
- Travel and accommodation for a scouting visit (approx. two days in July) and an extended residency during the festival (September 24 – October 4). Should travel not be possible due to the COVID-19

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pandemic, we are committed to offering remote opportunities for research and scoping. We aim to make the process as engaging as possible, given the circumstances, with virtual studio visits and meetings with key stakeholders.

- Opportunity to give a public lecture featured in the festival programme.
- A fee of GBP 3,000

## To apply, please submit a PDF (max 5MB), including:

- A short cover letter (max. 300 words) outlining the **motivation** to take part and benefits of participating
- A clear description of the **curatorial approach** to developing local and international research (max. two A4 pages) – please include scope and methods
- A **vision statement** for the UK as guest country at VIENNA DESIGN WEEK 2021 and a roadmap to how this will be achieved (max. one A4 page)
- A **summary of previous work**, highlighting three projects (realised or speculative) that show overall approach and style of curation
- An **activity plan** identifying how the research is going to be collated, reported and presented
- A CV demonstrating the required **skills and experience** (max. two A4 pages) including full name and contact details (e-mail, telephone)

All material should be emailed to [opencall@viennadesignweek.at](mailto:opencall@viennadesignweek.at) by 23:59 (GMT) on June 14.

## Criteria

- Applicants must be UK-based curators or designers with curatorial experience
- Applicants should demonstrate experience of research, curatorial practice and critical thinking
- Applicants must be able to be physically present in Vienna between 24 September and 4 October 2020. Appropriate alternatives will be found, should travel not be possible at all due to the spread of COVID-19.

## Selection Process

Based on the submitted material, the following jury will select one curator to be commissioned to carry out the research and produce a report:

**Lilli Hollein**, founder and director, VIENNA DESIGN WEEK

**Parvinder Marwaha**, Design Programme Manager, British Council

**Jane Withers**, founder and curator, Jane Withers Studio

**Brendan Cormier**, Senior Design Curator, V&A

**Peter Umgeher**, designer and curator, V&A

Successful applicants will be notified by the end of June 2020.

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## Questions

For questions about the application process or VIENNA DESIGN WEEK please contact Gabriel Roland at [g.r@viennadesignweek.at](mailto:g.r@viennadesignweek.at)

## About VIENNA DESIGN WEEK

VIENNA DESIGN WEEK is Austria's largest curated design festival and has been taking place in Vienna since 2007. Recently it welcomed over 40,000 visitors to around 200 events per year. During ten days in autumn VIENNA DESIGN WEEK proves that Vienna is a "City Full of Design". Overlooked corners of the city turn into stages for design, both critical and playful approaches, entry-level communication and professional discourse explore new perspectives on the objects around us and design as well as manufacturing processes are revealed often in experimental ways specific to their location.

The multifaceted output that product, furniture and industrial design, architecture, graphic design and social design as well as experimental and increasingly digital positions produce and that is the mark of quality of the Viennese and Austrian design scene is at the heart of VIENNA DESIGN WEEK. The festival aims to internationally connect this local potential which is something that clearly shows in its programme.

<https://www.viennadesignweek.at/>

## About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 80 million people directly and 791 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 15 per cent core funding grant from the UK government.

The British Council's Architecture Design Fashion (ADF) department creates links between designers and cultural institutions around the world, through a diverse range of projects across the three disciplines. The department forms part of British Council Arts, which works to build trust and opportunities for the UK through the exchange of knowledge, experience and ideas worldwide. For further information about Architecture Design Fashion at the British Council, please visit the link below.

<https://design.britishcouncil.org/>  
<https://design.britishcouncil.org/projects/design-connections/>