

VIENNA DESIGN WEEK

Open Call Urban Food & Design Challenge 2020

Together with Vienna Business Agency, VIENNA DESIGN WEEK invites project submissions on the subject of Urban Food & Design.

Until June 30th, 2019 we are looking for projects in the following field:

Urban Food & Design: The New Local

Currently, we are occupied with new perspectives on togetherness in the city, most importantly questions about the potential offered by the local in an environment that continues to be determined by the realities of the global market: The New Local.

How does local food production, distribution and local consumption work in a time before and after COVID-19?

Following our previous calls for projects of the last two years, which have focused on new sources of food, the structure of consumption and forms of presentation, we are now looking for concepts that take a closer look at the social structures related to food.

Especially the increase of collaborations and community projects over the last few months has shown innovative ways to make use of crises as opportunities for developing new, awareness-raising ways to live together in an urban space and establish them in the long term.

We are looking for approaches and alternative concepts, which have a focus on a holistic understanding of food and thus contribute to more public awareness in the long term: How can we achieve a new way of co-existing in the city?

And what does this mean for collaborations, sharing economy and community projects?

The following questions can provide starting points:

1. Hood & Food: Local Supply

- What new forms of distribution and organisation that make use of the digital turn are conceivable?
- What forms of local circular economies make sense? (keyword: neighbourhood economy, markets and collaborations)
- How can we ensure equal participation of all social groups?
- How can these concepts be made globally visible and scalable beyond the city limits?

2. Take me Home: Intelligent Takeout

- What does packaging of the future (keyword: biopolymer/mycelium/microclimate) look like and what can it do? Which recycling systems can be used?

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- To what extent can restaurants or neighbourhood market stalls work together to revolutionize the takeout system? (e.g. with tiffin-style carriers and lunch pails – “Menagereindl”)
- What do awareness campaigns look like that activate the public and invite them to participate? What kind of storytelling needs to be developed here?

3. Talk to Me: Future Food Culture

- Which systems have to be established in order to be able to operate more flexibly? Which new forms and processes of coming together would such a rethinking suggest? (Keyword: dinner at 5PM or 10PM, takeout of extremely high-quality food, preventing peak hours, etc.)
- What could new (living) concepts intended to activate the community look like? (common kitchens vs. kitchens with limited space)
- How can the increase in older people’s digital literacy resulting from COVID-19 be maintained and promoted? And how can sumptuous pleasures work in digital space?
- What does shared food consumption in public space beyond restaurants look like?

Realisation

Up to five projects selected by the jury of the Urban Food & Design Challenge will receive a budget of 3,000 euros (incl. VAT) each for their implementation.

The realisation of the projects will be financed in coordination with the curatorial team of VIENNA DESIGN WEEK and Vienna Business Agency so they can be presented to the festival audience. VIENNA DESIGN WEEK attaches great importance that the festival is free of charge and accessible to everyone, which should also apply for the realisation of the projects in this open call. In light of the current situation, applicants should also consider a digital version of their project which will make it understandable and viewable for visitors.

Selection and Realisation of the Projects

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

The open call will run from **May 14th to June 30th, 2020**. The time frame for production and realisation of the concept will be from late June to September 24th, 2020. The final presentation of the projects will take place at VIENNA DESIGN WEEK 2020 from September 25th to October 4th, 2020 and should include the team’s presence.

This year VIENNA DESIGN WEEK has chosen Vienna’s 12th district Meidling as its Focus District and will occupy the Amtshaus at Theresienbadgasse as its Festival Headquarters. Use of the Focus District and the Festival Headquarters can be reflected in the project submissions.

Submission

We request a brief description of the project (maximum of 5,000 characters, including spaces) with the following informations:

- Introduction of the concept, including a digital variant
- Reference to and relevance for the open call

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- Specification of experience with the subject
- Two images (both in portrait and landscape formats, at least 1500 x 700 pixels, total size of the submission a maximum of 10 MB) and any links to websites and/or project videos

As well as:

- Team members' or applicants' CVs (maximum of one page per person)
- Contact form

Please send submissions to the following address by **June 30th, 2020**:
jacubasch@wirtschaftsagentur.at

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