

A CITY FULL OF DESIGN: 24.9. – 3.10.2020

## 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 program 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 Program Partners and their independently organised events are a vital part of the festival program.

## KEY FIGURES VIENNA DESIGN WEEK

To give you an idea, we have compiled the most important facts & figures of VIENNA DESIGN WEEK 2020 for you:

- ~ 40.000 visitors in 2019, 25.000 (10.000 physical, 15,000 virtual) visitors in 2020
- ~ 230 events in the fields of architecture, graphic, product, furniture, industrial, experimental and social design
- ~ 49 venues
- ~ 76 Program Partners and other players
- ~ 380 clippings print & online
- ~ 250.000 web and mobile hits
- ~ 130.00 website visitors
- ~ 31,550 Facebook followers (October 2020)
- ~ 11,750 Instagram followers (December 2020)
- ~ 30 newsletters throughout the year with approx. 5,500 newsletter recipients

Here you can find the Programm Partners 2020 [CLICK](#).

In addition to the curated formats, our program partners make a significant contribution to the diversity of the festival with their independently created contributions.

**VIENNA  
DESIGN  
WEEK**

Our Program 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 PROGRAM 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 Program 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 PROGRAM PARTNER?

In addition to the extensive network surrounding VIENNA DESIGN WEEK our Program 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 Program 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.

### 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

For organization, advertising, printed materials and international press relations we collect a contribution from our program partners in the amount of one: € 5,000 (excl. VAT).

### REDUCED CONTRIBUTIONS CAN BE AWARDED AS FOLLOWS:

€ 3.000 - SMEs, cultural institutions

€ 2.000 - universities and institutes of higher education

€ 1.000 - designers, architects, collectives, one person companies

These costs are based on an independently organized Program 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 15TH OF MARCH 2021.**

### 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 Program Partner and VIENNA DESIGN WEEK, a cooperation agreement will be signed and additional information sent.

**THE DEADLINE FOR REGISTRATIONS IS 15TH OF MAY 2021.**

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

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