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24.9. —→ 3.10.2021 —→

VIENNA DESIGN WEEK

WEEK VIENNA DESIGN

Press release —→ #vdw

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Dear Ladies and Gentlemen,
Dear Ladies and Gentlemen of the Press,
Dear Friends of VIENNA DESIGN WEEK,

times of change are always times of design. Both in everyday life and in exceptional situations, the tools of design prove their effectiveness day after day when it comes to triggering and accompanying processes of change. It is not necessarily about finding the path with least resistance from state A to a comfortable state A'. Design has the potential to ask fundamental questions with applied and poetic solutions, to be radical without losing sight of the human being and to be practical without giving up visions.

That is why we are organizing another VIENNA DESIGN WEEK this year. In view of the unchanged urgency of global as well as local challenges, the festival should continue to be a showcase of achievements, a field of experimentation and a forum for discussion. On a large and small scale, in the world and the city, using global contexts and neighborhood issues, we want to show how the work of designers can have a positive impact on our world - ranging from sustainable economies to equal coexistence to a pleasurable relationship with the objects we surround ourselves with.

The platform of the festival gives us the opportunity to represent a comprehensive range of positions and perspectives. Crucial for us are the commissioning of trend-setting projects, international networking and the low-threshold involvement of people who might not otherwise see themselves as part of the design discourse. As usual, VIENNA DESIGN WEEK takes place with free admission and, year after year, deliberately goes to places far away from the supposed design epicenters. A special focus on new forms of mediation lends particular emphasis to our conviction that design is not a luxury, but should be there for everyone.

However, it is not only the world around VIENNA DESIGN WEEK that is changing, but also the festival itself: After 15 years in which it has grown from an enterprising idea to an internationally renowned event, a handover is taking place at the helm of VIENNA DESIGN WEEK. While a bit of the festival spirit is now taking hold in the venerable halls of the MAK, VIENNA DESIGN WEEK has the chance to find a new mix of proven formats and new approaches in the coming years. The first surprises, not all of which will be revealed on the following pages, can already be looked forward to this fall.

First and foremost, I would like to thank Lilli Hollein. Her tireless work has laid the foundation for the success of the festival and created a far-reaching network. Lilli's warm manner, her strategic thinking and her inventiveness have left a deep impression on me and will also accompany VIENNA DESIGN WEEK in the long term. The realization of such a complex event is of course only possible through the dedicated efforts of VIENNA DESIGN WEEK team and our external staff. Special thanks also go to our sponsors, without whom there would be no festival at all. Their names and a first outline of the fruits of their efforts and support can be found below.

I look forward, in addition to your coverage of the festival edition ahead, to the many encounters, conversations and experiences that this year still has in store.

Gabriel Roland, Director of VIENNA DESIGN WEEK

**VIENNA
DESIGN
WEEK**

Festival: September 24 - October 3, 2021

Festival Headquarters at Sachsenplatz

Sachsenplatz 4-6, 1200 Vienna

& 50 other locations throughout the city

VIENNA DESIGN WEEK online

viennadesignweek.at

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#viennadesignweek #vdw21

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**VIENNA
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VIENNA DESIGN WEEK 2021

VIENNA DESIGN WEEK is Austria's largest curated design festival and has been taking place in Vienna since 2007. 2019 it welcomed over 40,000 visitors to around 200 events per year. In 2021 VIENNA DESIGN WEEK will take place from 24th of September to the 3th of October. We will adapt some things due to the circumstances of the consequences of Covid-19, the basic orientation and fields remain. The successful hosting of the 2020 festival edition - without infection happening! - also provides a valuable wealth of experience and sets a solid foundation of trust.

During ten days each 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. Creation and production processes are often revealed experimentally and directly on site. This year, VIENNA DESIGN WEEK is placing its special focus on Vienna's 20th district, Brigittenau. This year's festival headquarters is located there as the gateway to VIENNA DESIGN WEEK.

The focus of VIENNA DESIGN WEEK is on the diverse creative output that makes up the qualities of the local design scene: product, furniture and industrial design, architecture, graphic and social design, as well as experimental and digital approaches. The festival works specifically to network local potential internationally, which is also reflected in the program.

The formats that have grown in the 15 years of the festival's history, such as Stadtarbeit and Urban Food & Design, have established themselves as fixed components of the structure of VIENNA DESIGN WEEK. A crucial addition to the festival program are the contributions created by the numerous program partners. VIENNA DESIGN WEEK team, which is made up of dedicated employees with different fields of knowledge and diverse approaches to design, conceives, curates and implements the festival under the direction of Gabriel Roland. In addition, the work at VIENNA DESIGN WEEK relies on a strong network of people involved.

The goal is to make design, innovations, concepts and design processes behind the products and systems that surround us accessible to a broad audience as well as to the local population and visitors to Vienna, while at the same time addressing an international audience of experts. Nearly all program points of the festival are also accessible free of charge. VIENNA DESIGN WEEK deliberately has no trade fair character and is not a direct sales event. Rather, the aim is to make accessible the processes and discourses that lie beneath the commercial surface, as well as to reflect on our "business as usual".

VIENNA DESIGN WEEK

PROMOTER

Andrea Mayer
State Secretary for Arts and Culture

The European project is a design task. Many of the challenges facing the EU can also be observed and addressed from the design perspective. In other words, issues such as sustainability, digitalization, the creation of inclusive identities, the encouragement of interdisciplinary and cross-border cooperation, and the establishment of participative processes are not only core tasks of the European Union, but also the areas of activity of many designers.

This clearly explains why this year's Guest Country of the VIENNA DESIGN WEEK is not, as usual, a single nation and its design scene but, rather, an entire multinational cooperative project. Supported by the Federal Chancellery in the context of the Conference on the Future of Europe, the 2021 format asks what the EU can do for the creative industries and what the creative industries can do for the EU. In order to get closer to the challenges and opportunities of European cooperation, the design scene and the festival public are invited to visit the EU Village Square in the Festival Headquarters on Sachsenplatz, designed by auf'strich and studiotut. There, the complex context surrounding this subject will be summed up, prepared in an easily accessible manner, and jointly discussed.

Mag.a Veronica Kaup-Hasler
Executive City Councilor for Cultural Affairs and Science

Over the years, the Vienna Design Week has established itself as Austria's largest design festival. Now, after a decade and a half, the festival is well established in the City of Vienna, from where it has developed an international network.

Every year, the festival organizers succeed in bringing design closer to the residents of our city in many different ways and offering new and surprising insights while also enabling local talent to establish international connections. A further strength is the way in which it constantly raises questions and creates enough space for debates and discussions as a means of offering concrete solutions.

I am looking forward to an exciting festival under the new leadership of Gabriel Roland and would also like to take this opportunity to once again thank Lilli Hollein for her many years of dedication and for the extraordinary way in which the Vienna Design Week has developed under her guidance!

**VIENNA
DESIGN
WEEK**

Gerhard Hirczi
Managing Director of der Wirtschaftsagentur Wien

We all long for more normality. In the midst of the latest developments, the VIENNA DESIGN WEEK offers us a glimmer of hope. By returning from the digital realm to real life, it gives us back a little of that which was possible two years ago. However highly we regard the new digital possibilities: They still offer us limited experiential room for maneuver. I am looking forward to discovering truly unknown places, to wandering through exhibitions, and to chatting with people and watching them talking shop. It is this that makes the VIENNA DESIGN WEEK so distinctive and unique. The subject that we are addressing this year also has a lot to do with real life. Once again, we are looking at food.

From the perspective of the (major) city, we are investigating the routes and the detours taken by food on its way to our plates. In line with the format title Urban Food & Design, the city's creatives are developing new ideas related to production, distribution, packaging, or consumption and hospitality.

This time, we are paying particular attention to our shopping behavior: This year's VIENNA DESIGN WEEK offers a platform to present new solutions for a climate-friendly future and test new ideas as a way of, possibly, nudging us towards reflecting upon our old ways of doing things. Allow yourself to be inspired by the exhibition, the exhibits, and the ideas – and perhaps your next daily shop will look very different to your last one.

Norbert Kettner
Director WienTourismus

Once again: Hats off! The VIENNA DESIGN WEEK is approaching its 15th edition with even more momentum than usual.

And we need this momentum right now, just when after more than a year of restrictions, interdisciplinary work – in the literal sense – is possible again. This demonstrates that Vienna's artistic, cultural, and social life never came to a halt, and that there are many reasons for visiting this city: art, culture, design. And, typically for Vienna: The VIENNA DESIGN WEEK is not only focused on itself and on its own interests, but takes global perspectives and enriches these with the city's own creative potential.

The Vienna Tourist Board has been supporting the VIENNA DESIGN WEEK as a partner for many years. Because we are convinced that the attractiveness of a city is closely connected with its creative scene. I wish the organizers a successful festival and trust that they continue generating these fresh ideas that offer visitors such an exciting and surprising Vienna experience!

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WIEN.INFO

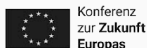
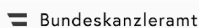
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FOCUS DISTRICT

With a tongue on its coat of arms and bridge-building at its heart: The first large-scale regulation of the main arm of the Danube, which was carried out between 1868 and 1875, created new land that later became the district in which the VIENNA DESIGN WEEK is lowering its anchor this year: Brigittenau. Vienna's 20th district nestles between waterside promenades, historic flak towers, and Otto Wagner's Schermerbrücke. Besides its much-loved public spaces, Brigittenau also lives, vibrates, and benefits from its colorful architecture, its wide-range of cultural options, and its international cuisine. Brigittenau speaks for itself – and it does so in a wealth of languages.

The district, which is situated between Nussberg and the Donauinsel, has a huge amount to discover – besides the vibrant Hannovermarkt and the historic area around the former Northwest Station. For ten days, the VIENNA DESIGN WEEK 2021 will enliven and present this incomparable district, and not just for newcomers. The festival will also create a stir amongst long-established Brigittenau residents. So it's all eyes on Brigitte, now!

FESTIVAL HEADQUARTERS

The search for the Festival Headquarters is exciting every year – for the team of the VIENNA DESIGN WEEK just as much as for the festival audience. Our requirements are rigorous: It must be a vacant building, a hidden jewel, an overlooked landmark with special charm – but also as accessible as possible and with toilets that work. At the end of the day, the Festival Headquarters is one of the geographical centerpieces of the festival, the portal through which the many visitors find their way to the VIENNA DESIGN WEEK and, hence, to wonderful Brigittenau. A building that fulfills all the above requirements can be found close to Wallensteinstraße, on Sachsenplatz. And while this name still refers back to the involvement of Saxon troops in the Battle of Königgrätz (Hradec Králové), the green heart of the district will be subject to an infinitely more peaceful temporary occupation during the festival: With its top-lit former workshops, its fabulously high ceilings, and its shady courtyard, the airy industrial building on the long side of the square will be a worthy setting for discovering, sharing, or enjoying a relaxing drink in the pop-up café ten days this autumn. From furniture to the virtual realm, from sustainability to international networking, from the innovative food industry to handicraft – this (and the surrounding area) is where visitors can discover design.

The doors to the Festival Headquarters have been kindly opened by REALITA and BETHA Zwerenz & Krause.

VIENNA DESIGN WEEK

Festival Headquarters on Sachsenplatz
20., Sachsenplatz 4–6

Opening times

24.9.–3.10., daily 11am–8pm

Cocktail: Sat 25.9., 5pm–8pm

Finissage: Sun 3.10., 5pm–8pm

VIENNA DESIGN WEEK

CAMPAIGN

Like VIENNA DESIGN WEEK, the Bueronardin draws strength from the past (Kirtag, Colosseum, Universum), creates a picture of the present (Millennium) and uses it to develop visions for the future (Sachsenplatz).

In this year's festival graphics, Bueronardin reflects the district's coat of arms, communicates local incidents with words, wit and bowler hats, and takes its formal cues from Hanover Market, between the bridges, and throws blue, green and pink into the race for 2021.

GUIDANCE SYSTEM

As every year, the design of the headquarters is based on this year's festival graphics, which are implemented in the space by Robert Rűf. The treadmills thus become directional signaling elements, formal characteristics three-dimensional orientation and dwelling objects. Although these refer to the extraordinary proportions of the existing rooms at Sachsenplatz 4-6 and also play with them, the radiant and in part actually luminous colors make it clear time and again that our visitors are still in the right place.

APP

Let's get digital! In 2020, the festival could be viewed on the smartphone display for the first time via an app. In 2021, this offer will be expanded and extended. The weekly program will accompany you on every walk through the city and pop up little hints at all the important design hotspots. Programmed by Studio Weholo, the augmented reality app turns Vienna into a digital map of design. In this way, corners in the City full of Design that might otherwise have been overlooked become the setting for design.

The app enables playful and light-footed engagement with the lively (local) design sector. Users search for set pieces of Bueronardin's festival graphics hidden in the urban space and receive further information on the multifaceted content of the ten-day festival. In addition, users can share their visit to the festival with friends and take part in competitions.

**VIENNA
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PROGRAM PARTNERS

More than 70 Program Partners, over 50 locations, exactly ten days: Local and international companies, museums, institutions, initiatives, and design offices present themselves and their work together with contributions that have been specially developed for the festival. In the process, the VIENNA DESIGN WEEK will once again provide a platform upon which much will be created, in interaction with its visitors, that cannot be experienced anywhere else. The fact that the V in VIENNA also stands for variety is demonstrated by the impressive breadth proudly exhibited by partners, right across the city: project presentations, artworks, experiments, exhibitions, pop-ups, events, product presentations, performances, workshops, installations, education programs, talks, and much, much more. This program, which is organized autonomously by the partners and put together by the festival team, not only illustrates the crème-de-la-crème of the Austrian creative industries and their international contacts, but also – and in particular – takes visitors to the VIENNA DESIGN WEEK on a tour of a City Full of Design.

STADTARBEIT

The Stadtarbeit format brings together projects that aspire to 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.

In the run-up to the festival, the VIENNA DESIGN WEEK and Erste Bank issued a call for projects, ideas, and concepts that respond to the accompanying theme by addressing resilient neighborhoods and offering design solutions based on social spaces. Three interventions selected by an expert jury are now triggering participative processes in the Focus District and encouraging residents to exchange ideas amongst themselves as well as with the designers and all festival visitors. In their very different ways, these interventions demonstrate how this networking process can enable us to find reliable and effective concepts and solutions for the public realm and for living together in Brigittenau.

This year, the Erste Bank ExtraVALUE Design Award is being awarded for the seventh time. The prize enables the winners to participate in and to realize their project during the VIENNA DESIGN WEEK 2021. The three winning projects received an implementation budget.

„This year, the Stadtarbeit focuses on the topic of "Resilient Neighborhoods". Just last year it became clear that design has to be part of social solutions and that social design can show concrete options for action, how networking can bring together different actors in the social space and how this can enable resilience in the Grätzl. We are very much looking forward to the Stadtarbeit Projekte 2021!“

– Hanna Facchinelli, Project management Stadtarbeit

The three winning projects from 2021:

- Artisans of Public Psyche (Maximilian Scheidl)
- missing-link – a set piece of the light rail (Marlene Lübke-Ahrens & Wolfgang Novotny)
- im20.wien (IDRV – Institute of Design Research Vienna)

**VIENNA
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The Artisans of Public Psyche

Max Scheidl

What's really annoying you right now? What could do your psyche some good? And when was the last time that you said something nice to a stranger? The project designed by Max Scheidl – which takes place in the form of a public intervention and as part of the exhibition in this year's Festival Headquarters of the VIENNA DESIGN WEEK – invites visitors to answer these questions using playful communication tools: Personal stories are collected, technologies questioned, and participants encouraged to share enjoyable and less enjoyable experiences. The project plugs the gap between professional and missing support – thus addressing the stigmatization of psychological stress at exactly a period in which this has become even more urgent: during the pandemic. The intervention generates strategies that, at best, will make us a little more resilient in the face of future challenges. ARTISANS OF PUBLIC PSYCHE was developed in cooperation with the Professional Association of Austrian Psychologists as a diploma project on the Design Investigations course of the University of Applied Art and has been expanded to mark the VIENNA DESIGN WEEK 2021. The designer Max Scheidl will be present in the Festival Headquarters every day from 4pm to 6pm.

Disclaimer: The intervention should not be seen as a preventative measure and is aimed at mentally healthy people. It is not a replacement for professional help. The project team is supported by experts who are present or on call. Free, confidential, and professional telephone advice for people in crisis and difficult situations is available round-the-clock at the nationwide emergency telephone number 142.

"Psychology is an ungraspable topic for many, even though it affects us all. Especially here, design can take on an interesting communicative role which has already surprised myself..." – Max Scheidl, The Artisans of Public Psyche

missing-link – a set piece of the light rail Marlene Lübke-Ahrens & Wolfgang Novotny

The project is an urbanistic-architectural intervention that deals with a given infrastructural situation between the 19th and 20th districts of Vienna and temporarily extends it.

A missing-link between the Franz Ippisch footbridge and the track bed of the disused light rail of the former Gürtellinie is what the title of the project refers to. Here, only ten steps are missing to overcome the difference in height between the footbridge and the rail tracks. The project proposes to establish this connection for the duration of the festival and to use and occupy the empty space on the Stadtbahnbögen. It will be investigated how this place can serve to strengthen the local community or be used by residents or passers-by and thereby help the connection between the 19th and 20th districts.

„In the form of events such as cinema evenings with projections onto the nearby firewall, lectures, readings, concerts or workshops, a temporary space is to be created and a possible continuation of the disused light rail arches is to be speculated upon.“ – Team, missing-link – a set piece of the light rail

im20.wien

**VIENNA
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With the project im20.wien, the IDRV investigates how societies organize and form themselves in physical and digital spaces.

"Google Docs" have become the central tool for shared knowledge in social movements such as the "Black Lives Matter" protests. With this low-threshold technology, the knowledge of many can be collected in a short time and made accessible to all. Through the cooperation with already established multipliers and a presence of the project in the urban space, it will be made visible during the VIENNA DESIGN WEEK, which at the same time will be the prelude to a sustainable knowledge pool of the 20th district.

„With our project "im20.wien" we want to make the local residents active shapers of their community. "im20.wien" is also the URL that redirects to a Google Doc. As in the "Black Lives Matter" movement, we use the shared document as a low-threshold and transformative but also critically discussable technology. In this way, knowledge about local institutions as well as new ideas about socially, ecologically, and economically sustainable coexistence become effective beyond the VIENNA DESIGN WEEK.“ – Team, im20.wien

URBAN FOOD & DESIGN

For the fourth time in a row, the VIENNA DESIGN WEEK and the Vienna Business Agency are cooperating closely by organizing the format Urban Food & Design. In this extension to the Vienna Business Agency's current focus "Let's talk food", they are putting the potential for artistic innovation of the creative and the food industries firmly back on the table.

The heart of the format is an interactive exhibition created by Kathrina Dankl, which builds upon the Urban Food & Design Challenges of the past three years. It combines and playfully presents thematic clusters such as food, consumption patterns, forms of delivery, the circular economy, and social participation. In this supermarket of ideas, complex solutions share the shelves with concrete food for thought and proposals for action that are directly aimed at visitors of the exhibition.

With the nomadic agora studio mobil / think tank station, the joint Vienna Biennale for Change 2021 project of the Vienna Business Agency and the MAK will also stop in front of the Festival Headquarters on Sachsenplatz for three days and nights. Under the title EAT LOVE, workshops, talks, livestreams and more will invite visitors to an imaginary journey to a different Vienna. Projects involving ecological and socially sustainable solutions related to the food and food spaces of tomorrow play the central role.

"We've been looking at the future of food for some time now and, together with the city's creative people, we're always coming up with new ideas. One of them, for example, is caviar made from algae harvested from the mowing boat on the Old Danube. And this year we are also taking these ideas out into the city. Namely with the refueling station of studio mobil. Look forward to pleasurable inspirations.“
– Gerhard Hirczi, Managing Director of the Wirtschaftsagentur Wien

GUEST COUNTRY EUROPE

The European project is a design task. Many of the challenges facing the EU can also be observed and addressed from the design perspective. In other words, issues such as sustainability, digitalization, the creation of inclusive identities, the encouragement of interdisciplinary and cross-border cooperation, and the establishment of participative processes are not only core tasks of the European Union, but also the areas of activity of many designers.

This clearly explains why this year's Guest Country of the VIENNA DESIGN WEEK is not, as usual, a single nation and its design scene but, rather, an entire multinational cooperative project. Supported by the Federal Chancellery in the context of the Conference on the Future of Europe, the 2021 format asks what the EU can do for the creative industries and what the creative industries can do for the EU. In order to get closer to the challenges and opportunities of European cooperation, the design scene and the festival public are invited to visit the EU Village Square in the Festival Headquarters on Sachsenplatz, designed by auf'strich and studiotut. There, the complex context surrounding this subject will be summed up, prepared in an easily accessible manner, and jointly discussed.

"Europe is always created in the discourse of people from the most diverse backgrounds and cultures. An examination of this discourse is more important today than ever before. Especially now, when the population of the EU is called upon to contribute their ideas for the future shaping of our coexistence within the framework of the Conference on the Future of Europe. I am pleased that the VIENNA DESIGN WEEK is making a contribution to this."

- Karoline Edtstadler, Federal Minister for the EU and the Constitution

DESIGN EVERYDAY

The exhibition DESIGN EVERYDAY - DESIGN FÜR DEN GEBRAUCH 2021 shows for the fifth time outstandingly designed everyday objects from the Austrian design scene. Whether it's seating furniture, tableware or a lamp - it's precisely the objects that we use daily and extensively that deserve special attention from innovative, sustainably-minded product designers and will receive it again this year at an exhibition at our festival headquarters on Sachsenplatz. The DESIGN EVERYDAY format is conceived and curated by the Viennese design studio Vandasye (Georg Schnitzer and Peter Umgeher) in cooperation with VIENNA DESIGN WEEK and sponsored by KAT - Kreativwirtschaft Austria.

TALKS, TOURS AND EDUCATION

Festivals are places for experiencing and discovering. They provide informal spaces and safe surroundings for exchanging and understanding. In this sense, the varied education program of the VIENNA DESIGN WEEK takes visitors of every age by the hand and offers opportunities to experience, access, or discuss design in the company of others. From the classical guided tour of the Festival Headquarters to insider-led tours of hidden places (Skate Spots! Beis! Architecture!) – the wide-ranging program offers dozens of suitable opportunities for shared experiences that will leave powerful lasting memories in our daily life. One special focus is our range of events for schools and children that bring the notion of design closer to young people. And the team of the VIENNA DESIGN WEEK is once again offering a glimpse behind the scenes at the festival. In a nutshell: The education program of the VIENNA DESIGN WEEK brings design to exactly the place where it's most urgently needed – to the people.

Specially for school classes: The festival's school tours show how design influences the daily lives of young people. Together with the education team, as a group, or on their own – pupils can explore the exhibitions in the Festival Headquarters and projects in the Focus District Brigittenau. The subjects are varied: Digital matters, the urban food supply, sustainability, and art. In addition to this, the festival offers a handout for teachers, with which they can also guide their pupils through the VIENNA DESIGN WEEK themselves.

School tours can be booked at www.viennadesignweek.at/vermittlung

Download the handout for school classes at viennadesignweek.at