

VIENNA DESIGN WEEK

DEAR PROGRAMPARTNERS,
WELCOME TO THE PLATFORM!

Even tried and tested formats sometimes need a makeover. Even under a new name, the VIENNA DESIGN WEEK's programme creates a great basis for presenting your work and products as well as for networking with the public and the creative scene.

Everyone – from design studios and architecture firms, to Austrian and international companies of all sizes, to museums, cultural institutions and universities – is invited to become an active part of Austria's most important design festival.

With the 2022 edition of the festival, the programme will be even more present and clearly structured. As a result PLATFORM partners will receive additional attention. New ways of participating and the Grätzlbonus (neighbourhood bonus) will create fresh opportunities.

Once again, the VIENNA DESIGN WEEK focuses on quality instead of quantity. In order to achieve an effective presence, we are happy to give advice and to discuss your ideas with you in detail. This individual programme items come together as a PLATFORM – and a festival.

The PLATFORM programme takes place at independent locations throughout Vienna, organised by you and communicated by the VIENNA DESIGN WEEK in its programme. You don't have your own venue but would still like to participate? Contact us and we will see what we can do.

Make your idea part of the VIENNA DESIGN WEEK!

APPLICATIONS WILL BE ACCEPTED FROM NOW UNTIL 1 MAY.

YOUR BENEFITS

- Become an active part of a renowned design festival
- Comprehensive presence in the festival programme
 - On our website: Texts are revised, edited and translated into German by our editor
 - Event entry in the daily planner
 - Location entry in the VIENNA DESIGN WEEK city map and the festival app
 - permanent player profile on our website
- direct contact with the international professional audience as well as a broad, design-enthusiastic public
- exchange with the extensive festival network
- numerous synergies, contacts and new impulses
- national & international media attention
 - renowned journalists are invited to accompany the festival – and your contribution
- intensive outreach on all our channels
 - Facebook, Instagram, Twitter, LinkedIn, YouTube, newsletter and website

VIENNA DESIGN WEEK

PLATFORM IS OPEN FOR YOUR CONTENT

Time, format and content of PLATFORM entries are freely configurable: from an exclusive workshop to an exhibition over the entire duration of the festival. You decide what you show and when! A festival thrives in its now-or-never character: show new content, communicate your work, convince our audience to visit your presentation because it can only be experienced in this form during the festival.

Your contribution could be: product presentation, talk, exhibition, installation, pop-up store, performance, workshop, work-in-progress, ...

WHAT DOES A PARTICIPATION COST?

In order to be represented on the PLATFORM of the VIENNA DESIGN WEEK, partners make a contribution* to the festival budget:

€ 5.000 (excl. VAT).

This fee helps to organise the festival and covers a share of the advertising, printed materials, web presence and editorial work as well as PR and project management. In order to strengthen the scene, the VIENNA DESIGN WEEK offers a limited number of discounted PLATFORM places. The funded places are awarded on a purely curatorial basis.

€ 3,000 (excl. VAT) - SMEs, cultural institutions, universities

€ 1,000 (excl. VAT) - design studios, collectives, individual entrepreneurs

* The costs for PLATFORM contributions are based on an independently organised and executed programme item as well as your own venue. Not included is the use of a space in the Festival Headquarters, which is only possible by invitation in selected cases due to the limited space available. Given the possibility of using a space in the Festival Headquarters, the costs of use will be agreed separately.

NEW THIS YEAR: GRÄTZLBONUS (NEIGHBOURHOOD BONUS)!

If at least 5 PLATFORM partners in one Grätzl (within a radius of 300m) make a joint registration, there will be a 15% discount for each participant – increased attention and added synergy come free of charge!

AND NOW?

If you are interested in participating, please send us a short concept including images. Should you have any questions or would like to discuss ideas, the VIENNA DESIGN WEEK team is at your disposal. **The deadline for submissions is 1st of May 2022.**

CONTACT

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