

VIENNA

DESIGN

16—25

Sept, 2022

WEEK

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Dear friends of VIENNA DESIGN WEEK,

When I tell people about the VIENNA DESIGN WEEK, I often feel as if I'm telling them about a building: The festival is a large, inviting gateway to the subject of design and offers a platform, on which others can present themselves and their content. It has space for a wide range of design approaches and sectors and offers views into related disciplines. The festival architecture opens doors to questions about design that are ever-present but often elusive and makes these accessible to visitors – and it provides a roof for all those who are building the world of design, a shelter under which they can take a break from business as usual in order to reflect, get their bearings, and exchange ideas.

The way I see it, a festival must be a palace and a site hut, a forum, a tree house, a delicatessen, and an observatory, all at the same time.

Together with an excellent team, I've once again been given the task of throwing the gates, doors, and windows of the VIENNA DESIGN WEEK building wide open. Our advantage is that thanks to Vienna – a multifaceted metropolis in general and a City Full of Design in particular – and our extensive network of supporters, contributors, partners, and exhibitors we already have the perfect conditions for constructing such a diverse building. Some parts of the structure that we've erected this year may already seem cozily familiar. Elsewhere, we've found new ways in, dusted some things off, sharpened others, and given the festival a fresh appearance.

Constant change and flexibility may be unusual qualities for a building, but the VIENNA DESIGN WEEK remains a dynamic and lively one!

Our program partners are now bustling around on the festival PLATFORM, where our detailed spatial and temporal planning enables their contents to shine even more brightly. FOCUS is the VIENNA DESIGN WEEK's new exhibition format: a curated group exhibition with an outstanding mise-en-scene. The Passionswege are back – with two very different projects in Mariahilf. Ums Eck promotes a dialogue with local companies that is designed to improve the public realm. And then we have our good old innovations: The Focus District, the Debut university, and the festival graphic design shape the VIENNA DESIGN WEEK in the usual very different way.

Social and ecological sustainability and digitalization continue to be core subjects of the festival. And we're striving even harder for diversity.

We're working with *kültür gemma!* to ensure that the invitation to get involved in the VIENNA DESIGN WEEK is even more clearly and openly communicated. The education program, which again has several new features, is moving in a similar direction. And then of course there are the open calls that are developed with the festival throughout the year: This year's Stadtarbeit addresses the social role of exchange beyond the realm of commercial interests while Urban Food & Design is taking the qualities that were experimentally developed last year and applying these directly to the food industry. And, once again, Design Everyday is taking its conscientious approach to showing us all that is good in product design.

The program of the VIENNA DESIGN WEEK is particularly complex and comprehensive this year – three Festival Headquarters! – and this has presented us with completely new curatorial, organizational, and financial challenges. Without the outstanding work of the team and the support of our funding bodies and sponsors this would be unimaginable – our warmest thanks!

I'm looking forward to enjoying a richly experiential and entertaining festival with all our visitors and participants. See you soon!

Gabriel Roland

**VIENNA
DESIGN
WEEK**

Director of the VIENNA DESIGN WEEK

VIENNA DESIGN WEEK 2022: 16th bis 25th September

Festival Headquarters on the GSTÄTTN
6., Mollardgasse 50

Festival Headquarters in the GEWÖLBE
6., Rahlgasse 8 (Rahlstiege)

Festival Headquarters in the GASSE
6., Esterházygasse 22

VIENNA DESIGN WEEK online

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**VIENNA
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VIENNA DESIGN WEEK is Austria's most important multidisciplinary and curated design festival. Beyond the preoccupation with the design of products, it poses the question of what role the work of designers* plays for coexistence in the city and worldwide. Since 2007, VIENNA DESIGN WEEK has been a defining part of Vienna's design landscape. Organized by an independent association, the festival comprises around 200 events and welcomes 40,000 visitors each year.

How can design contribute to both socially and ecologically sustainable solutions? How can it be critical and connect us in meaningful ways to the objects, spaces and services we need? Answers to questions like these are sought by VIENNA DESIGN WEEK on ten late summer days with a variety of events in the fields of product, graphic and industrial design, architecture and crafts, but also social design and with digital as well as experimental approaches.

VIENNA DESIGN WEEK deliberately forgoes the characteristics of trade fairs and is not a direct sales event. Rather, it is about making accessible processes that lie beneath the commercial surface, as well as reflecting on our "business as usual". Fundamental to this is the belief that conscious and visionary design, combined with a public informed about and participating in design, has the potential to produce a world that works better for everyone.

The festival moves around the city from edition to edition, changing its main venue (usually an interim use), Focus District, and Guest Country each year. Locations all over the city are part of the program. The aim of VIENNA DESIGN WEEK is to respond to the site-specific circumstances, to involve local actors and to propose relevant solutions. But it is also about networking the design scene locally and internationally.

It is particularly important for VIENNA DESIGN WEEK that exhibitions, product presentations and events take dealing with pressing issues of our time are not the only things taking place: The festival's multifaceted education program creates access for people who have not previously dealt with design, thus enabling insight and participation in this far-reaching field. The festival is aimed at everyone – from an international audience of professionals to school classes.

The formats that have grown over the 16 years of the festival's history, such as Stadtarbeit and Urban Food & Design, have established themselves as reliable components of the structure of VIENNA DESIGN WEEK. They are supported by a range of collateral events (talks, tours, openings, workshops, ...). An important addition to the festival program are also the contributions created by the numerous external partners. From 2022, these will be presented under the name PLATFORM.

Almost all of the venues and program formats of VIENNA DESIGN WEEK are open to the public free of charge. The event is carried out by a non-profit association with the festival as well as annual activities being financed by a mixture of public funding, sponsorship and fees from exhibitors.

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FOKUS DISTRICT MARIAHILF

Mariahilf? I already know it! The Secession, the Suchthilfe building, the Naschmarkt, and Vienna's longest shopping street can all be found within an area of just under one and a half square kilometers, in which many Viennese feel at home. And yet: Vienna's 6th district, which was created in 1850, is a lot more than just its parallel axes of Wienzeile, Gumpendorfer Straße, and Mariahilfer Straße. The narrow district that stretches from the Ring to the Gürtel offers a dense and delicate network of hidden squares, passages, narrow streets, and green courtyards. The VIENNA DESIGN WEEK 2022 invites its visitors to get better – or newly – acquainted with this architectural structure and with Mariahilf's dynamic design scene.

The festival is turning its spotlight on a district that underwent gentrification long ago and will investigate the relationship between local identities, shared spaces, and anonymous shopping and tourism infrastructures. The construction of the new metro line, the intensely debated plans for the Naschmarkt and its flea market, and the revolution that is facing the whole spectrum of bricks-and-mortar retailing are just some of the hot topics that can also be addressed using design tools. This is where the VIENNA DESIGN WEEK steps in and also turns the district into a stage for international design.

FESTIVAL HEADQUARTERS

Ready, steady, go ... For many people, the festival starts with a visit to the headquarters. There are good reasons why this is regarded as the festival's architectural centerpiece, as a meeting point for visitors, and as the gateway to the VIENNA DESIGN WEEK. This year, there are three such portals – the GASSE, the GEWÖLBE, and the GSTÄTTN: three rarely accessible spaces spread across the Focus District Mariahilf that Austria's largest curated design festival is opening to the public – spaces in which and from which design can be experienced. So, come on, step right in! Admission is free!

Festivalzentrale auf der GSTÄTTN

Please allow us, the GSTÄTTN: Deserted sites like this vacant plot on Mollardgasse offer empty space that first has to be filled with life. Hence, the VIENNA DESIGN WEEK will spend ten days filling this rare wilderness in the heart of the dense fabric with a diverse program under the open sky – from an inflatable Passionswege project (really!) via Korean street food to a jolly beer garden with a long bench and much more besides.

The use of the GSTÄTTN has been made possible by the WALTER GROUP.

6., Mollardgasse 50

Opening times: daily 11am – 8pm

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Festivalzentrale im GEWÖLBE

A place where cars were once parked is now a place where things are exhibited. The GEWÖLBE, a former garage, is located at the foot of the Rahlstiege steps between Mariahilfer Straße and Gumpendorfer Straße and is one of the city's most unusual columned halls. For ten days during the VIENNA DESIGN WEEK, items on the program of the format Urban Food & Design will be parked here alongside outstanding Austrian product design (Design Everyday), Ornament (FOKUS), and much, much more. The garage doors to the GEWÖLBE are kindly opened by Generali.

6., Rahlgasse 8 (Rahlstiege)
Opening times: daily 11am – 8pm

Festivalzentrale in der GASSE

The party hit in the middle of our street: In this old apartment building at Esterházygasse 22, one can find former apartments, a streetfront bar, and enchanting courtyards. And there's even the hint of an earlier industrial use. In addition to popular presentations and exhibitions such as the installation of kultura gemma! fellow Natalia Gurova, the GASSE also hosts the VIENNA DESIGN WEEK shop (new!) and an aperitif bar (also new!). And, besides this, the GASSE is the meeting point for many guided tours and the point of contact for the education program. The doors to the GASSE have been kindly opened by CROWND Estates.

6., Esterházygasse 22
Opening times: daily 11am – 8pm

CAMPAIGN

In addition to the local and content-related highlights of VIENNA DESIGN WEEK, its graphic appearance is a strongly defining factor for every festival edition. Art Director Christof Nardin and the team of Bueronardin are responsible for the visual world in which the city, typography and two- and three-dimensional forms flow together, tone-in-tone.

„The festival graphic takes a step back and the new director at his word: "One glance back, two glances forward." A festival thrives on the new, on discovery, on reflection, process and evolution. Now is the moment to review what is there, what we are building on, what we can, what we want. Memories develop. Encounters solidify. Projects live on, products do, too. Same old, same new. Lots of space. Focus. Cut. Open Space. Carte Blanche. Shalom Mariahilf.“

APP

The VDW22 app enables festival visitors to plan their own route and playfully navigate their way through the City Full of Design: Collect points, save your favorites, share experiences with friends, and, thus, never lose the overview of your personal program highlights. This year, one should especially keep an eye out for the virtual portals (AR spots) near and in the three Festival Headquarters.

PLATFORM

P stands for partnership. P stands for PLATFORM. With this new name, the VIENNA DESIGN WEEK is also sharpening the profile of its presentation platform, which is open to the public and the creative scene and where a lot usually happens that can't be experienced anywhere else: In close cooperation with the festival team, Austrian and international companies, museums, cultural institutions, universities, galleries, and architectural and design offices of every size present contributions that they have specially produced for the festival.

The fact that the V in VIENNA DESIGN WEEK also stands for variety is demonstrated by the impressive breadth proudly exhibited by partners from A to Z in locations right across the city: project presentations, experiments, exhibitions, pop-ups, events, performances, workshops, installations, education programs, talks, and much, much more. This program, which is organized autonomously by the partners and compiled by the festival team, not only illustrates the crème-de-la-crème of the Austrian creative industries and their international contacts, but also takes visitors to the VIENNA DESIGN WEEK on a tour of a City Full of Design.

PARTNERS: Andrey Budko, APA-TO, brand unit, Cirkuzzanti, ClipHut, co/rizom, CROWND Estates, Curious Boy, Design in Gesellschaft, design.mikimartinek /foto.ritanewman, designaustria, ESAD.CR , Fillip Studios, Florian Tanzer (Luma.Launisch), Gebrüder Thonet Vienna (GTV), Gilbert &flora, Heimat Wien, Hotel MOTTO, IKEA, Impact Hub Vienna, Institute for Transmedia Design – ITD, Institute of Science and Technology Austria (ISTA), J. & L. Lobmeyr / Jarosinski & Vaugoin / Wiener Blut, Johannes Rass, KIM+HEEP, Konos Studio, Kulturhauptstadt Europas – Veszprém-Balaton 2023 / Budapest Metropolitan University , LAUFEN, Laurenz Kyrál, Lotus Belle, Lucy Li, Lukács László Vienna, MAK, Marien Apotheke Wien, miramondo, Möbelmuseum Wien, neunerhaus, New Design University (NDU) St. Pölten, Österreichische Friedrich und Lillian Kiesler-Privatstiftung, Polestar, Polnisches Institut Wien, Rado, Saint Charles, Schloss Hollenegg for Design / Johanna Pichlbauer, Sheyn, Sky-Frame, Studio Barbara Gollackner, studio r.ed, Studio when, temporary.arrangement, Urban Wood Systems, Università degli Studi di Ferrara, Dipartimento di Architettura, Universität für Angewandte Kunst, VFMK, Vollpension, Vöslauer, WIEN PRODUCTS

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STADTARBEIT

Design creates added value for local communities! The format Stadtarbeit facilitates projects that 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 an open call entitled Tauschen – Teilen – Handeln (Exchange – Share – Act), which invited all interested parties to submit projects, ideas, and concepts that address the issue of social cooperation in the Focus District of Mariahilf. The three interventions selected by an expert jury employ three completely different approaches (Ramen! Expo! Clothing exchange!), each of which realizes the potential of existing structures by bringing together the residents and the businesses of the district. They invite everyone to get involved and encourage interaction between local players, designers, and all visitors to the festival.

This is the eighth year in which an expert jury has selected projects for the Erste Bank *ExtraVALUE* Design Award. The prize includes an implementation budget that enables the three selected projects to be realized during the VIENNA DESIGN WEEK 2022 as part of the format Stadtarbeit.

DARE TO SHARE AND WEAR, MARIAHÜF! - Alexandra Fruhstorfer / Nina Sandino

The mobile exchange of clothing in Vienna's fast fashion Eldorado: The performer Nina Sandino and designer Alexandra Fruhstorfer have teamed up in order to drive forward the fashion debate in the form of a mobile intervention. With their travelling OMG! Open Mobile Garment vehicle they will be stopping in a series of locations on Mariahilfer Straße between the Westbahnhof and the MuseumsQuartier and encouraging passersby to join in their itinerant clothing exchange party.

Bargain hunters, fashion minimalists, and residents of Mariahilf are invited to bring along, share, and exchange items of clothing that they no longer need. The mobile meeting point offers a place for critical reflection: Why do we need what we buy? What is the relationship between the pieces that we wear and our environment? Who are the winners and losers from the global chains of value creation? What must I do about the holes in my favorite socks in order to make them socially acceptable again? And, above all: Does somebody want my old Metallica T-shirt? The locations along Mariahilfer Straße will be announced every day at viennadesignweek.at/omg. And when the OMG! Open Mobile Garment vehicle isn't trundling around the Focus District, it will be parked in the Festival Headquarters in the GASSE.

EXPO – EXCHANGE POTENTIALS - The Department (TD)

Welcome to the EXPO! In its intervention, The Department (TD) declares without further ado that Vienna's 6th district is the site of a World Expo, at which shops, service providers, and institutions are presented as the economic and social connectors within Mariahilf. A map of the EXPO Site guides passersby and visitors through the district and to the locations of the various exhibitors. In addition to this, curated tours through the neighborhood, led by residents, are on offer on three days. Besides the exchange of goods, the primary aims of the project EXPO – EXCHANGE POTENTIALS are to inform, enthuse, and interest. In this way, we see how design tools can trigger a change of perspective that turns the relationship between global and hyper-local relevance on its head.

THE INSTANT NOODLE REPAIR CAFÉ - Diego Faivre / Pierre Castignola

For many they're a snack, but for others they're a source of inspiration: instant noodles. Pierre Castignola and Diego Faivre have reshaped the discarded plastic containers that formed part of a stand in last year's VIENNA DESIGN WEEK into a salon, in which they investigate the ostensible lifehack and internet phenomenon of repairing things using instant noodles. The repair café of the Amsterdam-based French designers creates unexpected settings that enable us to experience the artistic-creative repurposing of objects as tangible culinary phenomena: This is a place where creatives and noodle fans come together to share their thoughts about the flow of goods and the design-driven reuse of waste.

URBAN FOOD & DESIGN

For the fifth time in a row, the VIENNA DESIGN WEEK and the Vienna Business Agency are cooperating closely and jointly organizing the format Urban Food & Design. Following up on the subjects of the challenges between 2018 and 2021 – which ranged from urban farming and production via local and social relationships to conceptual hospitality and culinary culture – this year's format addresses processes of economic transformation: With a special focus on closed value creation loops, designers have joined up with companies from various sectors of the food industry to develop concrete design solutions that are now being presented in the festival as tangible flagship projects. Once more, the format Urban Food & Design is highlighting the innovative potential of creative cooperation, with the aim of sustainably and successfully anchoring the principle of circular economy in the food industry.

The four projects that are on show during the VIENNA DESIGN WEEK are a result of an open call that was issued by the VIENNA DESIGN WEEK and Vienna Business Agency at the beginning of the year. The four best proposals by exemplary food sector companies for projects with the potential to make a contribution to the circular economy were selected by an expert jury.

FUTURE CHIPS - Lorenz Snack World / EOOS Next

The social enterprise EOOS NEXT worked with Lorenz Snacks to develop a dystopian production that addresses the complex relationship between morality and pleasure. The audiovisual installation aims to make us aware of global interdependencies and relationships and of the impact that these have. By liberating the snack of the future from its former appearance, it is also free of all moral and ethical associations – and it is from this new starting point that visitors are released to face the future ...

THINK ABOUT THE BOX - markta / Studio Jutta Goessl

Packaging should be thrown away ... shouldn't it? Studies of human behavior show us how difficult it is to change behavior patterns. So how can we remove the ingrained association between food packaging and the rubbish bin? Theresa Imre, the founder of the digital farmers' market markta, and Studio Jutta Goessl are working together on new storage and transport concepts for markta's "Farm to Fork" delivery service. The idea: a collection of reusable packaging that is simply too beautiful and practical to be thrown away. The partners for the implementation of the first prototypes are the Danish design company HAY and the Swiss Bieri Group, a manufacturer of innovative solutions made of tarpaulin fabrics. In the so-called Crate House, an installation in Vienna's Burggarten created in cooperation with HAY, visitors to the VIENNA DESIGN WEEK obtain insights into the ongoing process of designing the collection. In the Palmenhaus, markta invites them to taste the regional products and chat with local farmers.

CHILDREN'S TABLE – CHILDREN'S CHOICE GOURMET Kids / überkochen

How can school lunches form part of our nutritional education? The Munich-based organization überkochen employs the interactive format of the GOURMET Kids Climate Cooking Workshop to offer new experiences to pupils: Developed for use in the classroom, überkochen's mobile kitchen invites visitors to the VIENNA DESIGN WEEK to join in the preparation of climate-friendly dishes as a means of showing how these can be sustainably used in practice. The project team is looking forward to fascinating dinner-table

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conversations with young and old alike: They will be present on 17.9. and 21.9., when they will be inviting visitors to chat about healthy school lunches and sustainable eating.

WHAT'S COOKING? - Herd Open Kitchen / Romina Hafner (rohkonzept Strategie + Design)

Too many cooks spoil the broth? Not at WHAT'S COOKING?. This open format on the design of the industrial kitchen is dedicated to the future of work and offers industry experts, newcomers, and enthusiasts for the concept of new work an insight into how such large-scale kitchens can be reinvented as attractive working environments for future generations. An innovative workshop format has been developed under the leadership of the designer Romina Hafner, whose office is closely involved with the process of designing co-creative workplaces, and Marko Ertl from Herd – Open Kitchen, a large community kitchen. The methodology and results of this workshop are now being presented for the first time.

FOKUS

There is hardly any aspect of design that is so euphorically welcomed and vehemently rejected – at one and the same time – as ornament. And while ornament, as a purely decorative element, fulfills no consistent purpose, there are many ways – social, ritual, and commercial – in which it is indispensable. For example, rather than merely expressing a relationship between aesthetics and function, ornament has a narrative potential that can become a driver of design. And nowhere are these conflicting realities better demonstrated than in Vienna, the Ground Zero of the clash between nineteenth-century decoration, Jugendstil, and Modernism, the place in which – through the intermediary of psychoanalysis – the opulence of historically inspired ornament, its avant-garde counterparts, and the contrasting anti-ornamentation marked the transition to the 20th century. In Vienna, ornament is part of the urban bedrock!

The group exhibition ORNAMENT, which is curated by Liv Vaisberg, brings together contemporary works that investigate the role of ornament in design and as part of our daily life. By looking both backwards and forwards, the exhibition presents ornament as a means of sensual, critical, functional – and meaningful! – expression.

With objects by: Anna Resei, Adèle Vivet, Alma Bektas, Atelier Duyi Han, Bram Vanderbeke, Christoph Wimmer-Ruelland, Hanakam & Schuller, Hi Kyung Eun, J. & L. Lobmeyr, Kurina Sohn, Laurids Gallé, Natalia Triantafylli, Nawaaz Saldulker, Nicolas Zaroni, Onka Allmayer-Beck, Orson Oxo Van Beek, Pia Matthes, Sophia Taillet, Studio Sho Ota, Suzi Pain, Tadeas Podracky, and Yoon Shun

PASSIONSWEGE

Back on a new path: The Passionswege have returned! Ever since this format was introduced to the VIENNA DESIGN WEEK it has brought international and Austrian designers together with Vienna's craft-based businesses. This dialogue takes place away from the commercial pressure of normal working relationships and enables the curated pairs of artisans and designers to focus on the passion in their work: They experiment, share knowledge – and jointly arrive at unexpected solutions that are exhibited in the places in which they were created, which are often authentic Viennese shops and workshops. The internationally active initiative co/rizom works at a similar interface: Through the targeted use of design and a package of corresponding tools it helps artisans to reach new markets. While Passionswege remains a free format without any commercial orientation, the collaboration with co/rizom enables the project partners to continue working together within the development and marketing framework of the platform.

Curated by Nadja Zerunian (co-founder of co/rizom) and Gabriel Roland (VIENNA DESIGN WEEK)

FRIEDER BOHAUMILITZKY mit Ursula Klein (schulteswien)

Design is political. Handicrafts are political. Urban life is political. It was these convictions that brought the designer Frieder Bohaumilitzky together with Ursula Klein. Klein's workshop produces objects that occupy space despite consisting of virtually nothing. She is the third generation to run schulteswien, which welds together plastic elements to create inflatable forms – for objects such as installations designed by well-known artists.

In their Passionswege project, Bohaumilitzky and Klein work together to take advantage of the ability of inflatables to fill space and make statements. Their installation entitled "Under the paving stones lies the beach" ("Sous les pavés, la plage" – a slogan from the French protest movement of 1968) spills over from Klein's workshop in Mariahilf's Gewerbehof onto the open spaces of the Festival Headquarters on the GSTÄTTN. Here, the arrangement of inflatables invites speculation about what was and what could be – as well as a critique of what is. For whom is the city here? Who designs it? And what should it provide? As well as offering visitors the opportunity to ask these questions while lying back on the air-filled installations, the Passionswege team will also discuss them with a range of guests from design, politics, and society.

ANNA ZIMMERMANN mit Bakalowits

Whenever we think of crystal chandeliers we tend to imagine hanging objects: Glass elements of many different styles that enable lights to sparkle. But making chandeliers is not just about working with glass. Without metalworking expertise, even the most beautiful crystals are left hanging in a state of limbo. This is why companies such as Bakalowits, which has been manufacturing crystal chandeliers in Vienna for almost 180 years, are principally metalworkers – masters in the shaping of materials such as iron and brass.

Hence, in her Passionswege dialogue with Bakalowits, the designer Anna Zimmermann wanted to correct an image: Rather than the crystal that invariably provides the focus, she wanted the usually secondary metal to play the main role. And designing a light would have been far too obvious – after all, the Passionsweg is often about taking the roundabout route! Hence, the designer and company worked together to develop a collection of pieces of furniture and accessories based on the bent metal profiles of the Maria-Theresia chandeliers. In order to present the work in an appropriate way, Zimmermann both produced a series of photographs that record her view of the former supplier to the imperial court and temporarily redesigned their showroom on Gumpendorfer Strasse.

DESIGN EVERYDAY

While the increasing unmanageability of the world of goods that surrounds us makes it more and more difficult to determine the qualities that lend validity to good design, the sixth edition of Design Everyday offers insights into the day-to-day activities of Austrian design studios. The format displays the innovative potential of the Austrian design scene and illustrates the fact that design criteria such as function, aesthetic, haptic, and sustainability are consistently being rethought and optimized in line with the latest demands.

Overall, Design Everyday represents an open collection that grows over time: with no claim to completeness, but with the perspective of offering Austrian product designers a platform with an international reach. The objective of the initiative is to encourage discussion and cooperation between designers and manufacturers as a means of strengthening mutual exchange and supporting cooperation.

Conceived and curated by Vandasye (Georg Schnitzer and Peter Umgeher), in cooperation with the VIENNA DESIGN WEEK. Supported by the Vienna Business Agency, Department of Creativity & Business

DEBUT

Design for A ... ll people! The format Debut of the VIENNA DESIGN WEEK highlights excellent educational institutions in Austria and abroad. This year's guest institution is the Institute for Education in the Arts of the Academy of Fine Arts Vienna. For the first time, a contribution in this series focuses on the teaching of design in urban spaces and collaborative contexts: The result of the students' work is a specially conceived series of artistic-performative events and workshops – everything intended for participation – for emancipated (self-empowered) design. The focus is on sustainable and resilient design in an urban context. Alongside students, school pupils also get to act as experts – from snacks, scores, and critical city tours via experimental typography, to ideas for and discussions about a different world. Curtain up for PERFORMING CARE – PRACTICING DESIGN!

The workshop space in the Festival Headquarters in the GASSE was fitted out by IKEA.

SPEZIAL

Special is that, which rethinks the notion of design. In this case, this means people, creations, and approaches. And special is also that, which the members of the team of the VIENNA DESIGN WEEK – which is known as the VIENNA DESIGN OFFICE for the rest of the year – would like to be, in their roles as communicators, ambassadors, organizers, promoters, educators, and consultants for the international awareness of Austrian design. In this spirit, the format showcases a mixture of exclusive collaborations, one-off interventions, and special projects.

KÜLTÜR GEMMA! FELLOWSHIP

Thanks to support from kultūr gemma!, the VIENNA DESIGN WEEK was able to offer a new fellowship, the aim of which is to increase the awareness and appreciation of migrant positions in design. For this year's festival, the artist Natalia Gurova, who was selected from the many applicants, has addressed the context of the VIENNA DESIGN WEEK in detail and developed, together with the Dutch 1m2 Collective, an exhibition with constantly changing exhibits (everyday objects) that cover a wide range of positions: LIQUID HOUSE revolves around issues of historic and cultural identity as well as aspects of the (in-)accessibility of resources and formal and informal structures and networks. In addition to this, the outreach program of the group exhibition offers workshops with people interested in design from a number of migrant communities: Participants will work with Natalia Gurova and other designers represented at the VIENNA DESIGN WEEK on furniture designs that express financial, institutional, social, or political restriction – as metaphors in the form of an object.

UMS ECK

Ever since it was founded, the VIENNA DESIGN WEEK has addressed the specific situation in Vienna's districts and neighborhoods. The new format Ums Eck enables the festival to examine local challenges even more closely. The objective of the series of events, which is supported by the Vienna Economic Chamber, is to work in dialogue with the businesses located on a certain street corner, junction, or square in Vienna in order to develop solutions that create a more sustainable and efficient city – in precisely the place in which such change can be experienced most tangibly: ums Eck – or right on the next corner.

To this end, the VIENNA DESIGN WEEK will commission, every year, a design studio to address local circumstances and challenges with a view to drawing up a design that generates concrete social, ecological, and commercial added value for this micro-neighborhood. At the same time, Ums Eck illustrates the importance of engaged businesses for their local area and exemplifies all that can be achieved by design input.

TALKS, TOURS AND EDUCATION

Festivals are places for meeting people and experiencing things. They create informal settings and safe surroundings for exchanging and understanding. This is the spirit with which the diverse education program of the VIENNA DESIGN WEEK takes visitors of every age by the hand and offers them opportunities to experience and access design as well as to discuss it with others. From the classic guided tour through the Festival Headquarters to insider tours of hidden places (Dumplings! Pubs! Architecture!) – the program offers dozens of perfect opportunities for sharing experiences that will provide us with rich memories in our daily lives. One special focus is the program for schools and children, which aims to make the notion of design more tangible to young people. In other words: The education program of the VIENNA DESIGN WEEK brings design to the place, where it is most urgently needed – to the people.

Specially for school classes: Can good taste be taught? Maybe. But regardless of this, one key aim of the VIENNA DESIGN WEEK is to offer young people the opportunity to develop their own sense of appreciation for design. During the festival, this is achieved through playful interaction with not only other young people but also experienced experts and trained educators. The subjects of the tours for schools are varied: digital matters, the urban food supply, sustainability, and design. 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 viennadesignweek.at/booking.
Download the handout for school classes at viennadesignweek.at.

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