

**VIENNA**

**DESIGN**

16—25

Sept, 2022

**WEEK**

Presse-  
mappe

Press  
Release

#vdw22

viennadesign  
week.at

|                                    |    |
|------------------------------------|----|
| WHAT'S NEW?                        | 3  |
| FOREWORD                           | 4  |
| GENERAL INFORMATION                | 5  |
| ABOUT VIENNA DESIGN WEEK           | 6  |
| FOCUS DISTRICT & FESTIVAL GRAPHICS | 7  |
| OPEN CALLS                         | 8  |
| PROGRAM FORMATS                    | 10 |
| FESTIVAL TEAM                      | 13 |
| PARTNERS                           | 14 |

VIENNA DESIGN WEEK, Austria's largest curated design festival, takes place a week earlier this year, from **September 16 to 25, 2022**.

After two years in the double digits (12th, 20th district), this year the VIENNA DESIGN WEEK jumps a bit further into the city center, namely into the **sixth district**. In addition to the festival headquarters there will also be a special focus on Mariahilf that deals with topics relevant to the district.

OPEN CALL! In cooperation with leading companies in the food industry, selected designers\* will develop concrete innovations in the **Urban Food & Design** format. Together, the two parts will test circular economy solutions – supported by Vienna Business Agency.

OPEN CALL! The program partnerships are re-named as **PLATFORM**. Under a new name, the VIENNA DESIGN WEEK offers an optimal basis for the presentation of works and products of external partners\* as well as for networking with the public and the creative scene.

OPEN CALL! The theme of the social design format **Stadtarbeit** is "Exchange – Share – Act: A Discussion About Meaningful Exchange Between Local Providers and Residents" – supported by the *MehrWERT* sponsoring program of Erste Bank and in cooperation with Caritas Vienna.

OPEN CALL! The new group exhibition format **FOKUS** shows objects that explore the possibilities of design in an open way. An expansive scenography frames the pieces selected by a guest curator – the first edition 2022 will be guest-curated by Liv Vaisberg; the design studio Easy-Center will be in charge of the scenography.

With a series of precisely focused conference days, **Conference Circles**, the festival complements the existing talk program of lectures, presentations and panel discussions which are open to the public. This creates a format that is tailored to the needs of the professional design community.

OPEN CALL! More diversity in the design scene and for VIENNA DESIGN WEEK: Together with **kültür gemma!** the festival announces a fellowship to work on increased visibility and appreciation for migrant positions in design, which currently receive too little attention.

Comeback of the year: The **Passionswege** are back! After a short break, the internationally acclaimed festival format is back as part of the program. In cooperation with co/rizom, sustainable business models develop from the open-ended dialogue between design and craft.

In the **Debüt** format, two unusual educational institutions are guests in 2022: the Academy of Fine Arts Vienna experiments with fresh education concepts. fjum\_forum journalismus und medien works on new interfaces into journalism and design criticism.

# VIENNA DESIGN WEEK

Dear friends of VIENNA DESIGN WEEK,

when I talk about VIENNA DESIGN WEEK, I often speak of it as if it were a building: the festival is a large, inviting gateway to design and is intended to provide a platform on which others can present themselves with their content. It has space for a wide variety of design approaches and disciplines and opens up vistas to neighboring disciplines. The architecture of the festival makes ubiquitous yet rarely asked questions of design accessible to visitors – and it is a roof for all those working on the construction site "design", where one can take a break from business as usual, for reflection, orientation and exchange.

A festival, as I envision it, must be palace and construction trailer, forum, tree house, delicatessen and observatory all at the same time.

Together with an outstanding team, I have the task of opening the door, gate and windows of the VIENNA DESIGN WEEK building once a year. Our advantage is that with Vienna – as a multifaceted city in general and as a City Full of Design in particular – and a close-knit network of supporters, contributors, partners and exhibitors, we have ideal conditions to build such a multifaceted building. Certain parts of what we have in mind this year will be familiar to you in a homey way. Elsewhere, we are in the process of finding new approaches, dusting off, tidying up, and giving the festival a fresh expression.

Constant change and mobility are perhaps unusual qualities for a building, but the VIENNA DESIGN WEEK remains a lively and vibrant house!

The program partners now find themselves on the festival's PLATFORM, where we make their content shine even brighter with precise spatial and temporal planning – including a Grätzlbonus! FOKUS is a brand new participation option: a curated group exhibition in outstanding scenography. We have fundamentally revamped the festival's talk program. The result: a series of focused mini-conferences that use specific topics to bring the design scene together and move it forward. And then there are the familiar innovations: Focus District, Guest Country, Debut university and festival graphics characterize VIENNA DESIGN WEEK in the usual ever changing way.

Social as well as ecological sustainability and digitalization continue to be fundamental themes of the festival. In addition, there is an even more conscious push for diversity.

Together with kùltür gemma! we are working on making the invitation to participate in VIENNA DESIGN WEEK clearer and more open. The education program, which will again be made up of several aspects, is going in a similar direction. And then, of course, the Open Calls that have developed over the years with the festival: this year Stadtarbeit looks at the social role of commercial spaces beyond commercial interests, and Urban Food & Design brings the experimentally developed qualities of previous years very concretely into the food industry. And Design Everyday once again shows in its conscientious way what good product design is.

This year we are turning to you so early in the year so that we have enough time to talk about all these things together. I am already looking forward to enthusiastic, critical and inviting conversations and reports.

Gabriel Roland, Director of VIENNA DESIGN WEEK

**VIENNA  
DESIGN  
WEEK**

VIENNA DESIGN WEEK 2022: 16th - 25th September

**VIENNA DESIGN WEEK online**

[viennadesignweek.at](http://viennadesignweek.at)

[facebook.com/VIENNADESIGNWEEK](https://facebook.com/VIENNADESIGNWEEK)

[instagram.com/VIENNADESIGNWEEK](https://instagram.com/VIENNADESIGNWEEK)

[twitter.com/VIENNADESIGN](https://twitter.com/VIENNADESIGN)

[#viennadesignweek](https://twitter.com/hashtag/viennadesignweek) [#vdw22](https://twitter.com/hashtag/vdw22)

**Press Contact**

a b c works

Ana Berlin + Team

+43 (0) 660 4753818

[hello@abc-works.today](mailto:hello@abc-works.today)

[abc-works.today](http://abc-works.today)

**Press information**

Texts and printable images for download:

[viennadesignweek.at/press](http://viennadesignweek.at/press)

**VIENNA  
DESIGN  
WEEK**

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. Th 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.

# VIENNA DESIGN WEEK

## FOCUS DISTRICT MARIAHILF

Between the Secession building and an addiction treatment center, the Naschmarkt and Mariahilfer Strasse lie the almost one and a half square kilometers of the Sixth District. Stretching from the Ring to the Gürtel, the narrow strip that goes by the name Mariahilf is an integral part of Vienna's urban heart. Everyone thinks they know Mariahilf, yet it is usually only the parallel axes Wienzeile, Gumpendorfer and Mariahilfer Strasse that are popular outside the district's borders. Beyond them hides a network of quiet squares, secret passageways, alleys and green courtyards. The best hiding place sometimes actually seems to be in the midst of the action.

After two years in the double digits (12th and 20th districts), this year's VIENNA DESIGN WEEK jumps a bit further into the city center to examine precisely this relationship between the citywide sharing of places, anonymous shopping and tourism infrastructures, and local identities in a district that has long since experienced its gentrification. With the subway construction, the hotly debated plans around Nasch- and Flohmarkt, and the upheavals ahead for the entire spectrum of brick and mortar stores, there are burning issues that the festival will address. And of course there will be a special focus on the design scene, initiatives and architecture of Vienna's Sixth District.

Not only the (at the moment still secret) Festival Headquarters of VIENNA DESIGN WEEK 2022 will be in Mariahilf. In addition, the social design format Stadtarbeit will examine the area. The events of PLATFORM partners, the education program and tours will open up further aspects of the district.

Would you like a little more Mariahilf? Yes, absolutely!

## FESTIVAL GRAPHICS

In addition to the local and content-related focal points of the VIENNA DESIGN WEEK, its graphic appearance is a factor that strongly shapes the respective festival edition. In the words of VIENNA DESIGN WEEK's art director, Christof Nardin:

*"The festival graphics take a step back and the new director by his word. One glance back, two glances ahead. A festival thrives on the new, on discovery, on reflection, process and development. Now is the moment to review what is there, what we build on, what we are capable of, what we want. Memories burn themselves in. Encounters condense. Projects live on, products do, too. Everything the same, everything new. Lots of space. Focus. Cut. Open Space. Carte Blanche. Shalom Mariahilf."*

**VIENNA  
DESIGN  
WEEK**

## STADTARBEIT

The format Stadtarbeit has been an essential part of VIENNA DESIGN WEEK's program for many years. In 2022 it takes place for the eighth time with the support of the *MehrWERT* sponsoring program of Erste Bank and in cooperation with Caritas Vienna.

The Open Call is dedicated to the field of Social Design and the theme "Exchange – Share – Act: An Exploration of Meaningful Exchange Between Local Providers and Residents". It is aimed at innovative and socially-minded designers\*. In 2022, the festival format has set itself the goal of supporting projects that deal with social issues of communal coexistence in the focus district of Mariahilf. Thus it aims to demonstrate options for action, on how existing structures and potentials can be utilized through the networking of residents and businesses of a Grätzel in order to create added value for the immediate surroundings.

In the context of Stadtarbeit, design solutions are developed that, together with local stores and markets, handicraft and repair businesses as well as social and cultural institutions, strengthen local interaction and its actors. A jury will select three projects that are awarded the Erste Bank *MehrWERT* Design Prize and supported in their realization. During VIENNA DESIGN WEEK 2022, the winning projects will be presented as part of the festival program and will be the basis for sustained added value for local communities in the long term.

## URBAN FOOD & DESIGN

For the fifth time in a row, VIENNA DESIGN WEEK and the Vienna Business Agency are working together closely to create the Urban Food & Design format. The design challenges of previous years have shown how great the innovative potential of creative engagement with the topic of urban food supply is. From 2018 to 2021, the festival format used experimental interventions to map out a broad field ranging from urban agriculture and production, to local and social references, to conceptual hospitality and table culture; now Urban Food & Design is using this groundwork as a basis to initiate real economic change processes.

The core of the format in 2022 is to develop concrete design solutions with a special focus on closed value cycles in cooperation with companies in different sectors of the food industry. For this purpose, VIENNA DESIGN WEEK and the Vienna Business Agency are looking for design concepts for circular economy potentials at exemplary food companies via an open call. Designers can work on concrete challenges and present tangible lighthouse projects in the festival program. The aim is to anchor circular thinking in the food industry in the long term and with demonstrable success with the help of the creative industries.

The Vienna Business Agency supports the implementation of innovative food projects and creative design solutions with targeted funding campaigns ([wirtschaftsagentur.at](http://wirtschaftsagentur.at)).



## PLATFORM

Under a new name, VIENNA DESIGN WEEK still provides the ideal basis for presenting the work and products of external partners and 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, galleries and universities – is invited to become part of Austria's most important design festival with their own program items.

The PLATFORM events will take place at independent locations throughout Vienna, organized by the partners themselves and communicated by VIENNA DESIGN WEEK in its program.

With the 2022 festival edition, the program will be even more lean and clearly structured. The PLATFORM partners will thus receive additional attention. New opportunities for participation and the Grätzlbonus will also create fresh options. VIENNA DESIGN WEEK focuses on quality instead of quantity. In order to achieve an effective presence, the team advises and supports the participating companies. This is how individual program items come together to form a PLATFORM – and a festival. Applications are accepted until May 1.

## FOKUS

Design is the creation of objects to be produced as an industrial series. That's not all there is to it, though! In their work, many designers do not necessarily strive to scale their ideas, but dedicate themselves to the expression of a single object. With the tools of design – but also those of craft and art – they search for the extraordinary, the poetic, for impressions that lie beyond usual product cycles.

In order to provide a playing field for this concentration on outstanding objects, VIENNA DESIGN WEEK is launching the group exhibition format FOKUS. From international as well as local submissions on an annually changing theme, a guest curator selects contributions that are then presented together at the Festival Headquarters. An important element of this approach is a specially commissioned spatial staging of the exhibits, which brings them together and makes them work as an exhibition.

For the first edition of FOKUS VIENNA DESIGN WEEK was able to win Liv Vaisberg, renowned art and design expert based in Rotterdam and Brussels, as guest curator. The design of the scenography will come from the young Viennese duo Easy-Center.

FOKUS creates a new opportunity for participation, especially for young designers from abroad, which is comparatively inexpensive and logistically less complex than a conventional festival participation (such as at PLATFORM).

# VIENNA DESIGN WEEK

## DESIGN EVERYDAY

In 2022, the Design Everyday format will focus on the design of everyday objects for the sixth time. The central element is the exhibition "Design for Use", which shows objects designed to an outstanding standard of quality by the Austrian design scene. Whether it's seating furniture, a bicycle or a packaging solution – it's in the design of things that we use extensively on a daily basis that innovative, sustainably conceived product design can unfold its full potential for change. The exhibition shows how this can work in collaboration between designers and manufacturing companies by contextualizing current example projects and their stories. Design Everyday is conceived and realized by VIENNA DESIGN WEEK together with the Viennese design studio Vandasye (Georg Schnitzer and Peter Umgeher).

## PASSIONSWEGE

Since its inception, VIENNA DESIGN WEEK has brought together international and Austrian designers with Viennese artisans as part of the Passionswege. These curated dialogues take place beyond from the commercial constraints of usual working relationships. Together, craftspeople and designers search for passion in their work. They experiment, exchange knowledge – and create an installation in the artisan's workshop that is an expression of their joint process.

In this way, the Passionswege not only open up a free space for the participants and make the realization of an extraordinary project possible, they also invite the audience of the VIENNA DESIGN WEEK to discover traditional Viennese businesses and contribute to keeping crafts alive in the city beyond a purely museum-like preservation.

Co/rizom is active in a similar position: The initiative supports craftspeople with targeted design input to open up new markets. Co/rizom has designed not only a sales platform but also an online tool for product development. While the Passionswege remain a free format without commercial orientation, the cooperation with Co/rizom opens up a continuation of the collaboration for the project partners within the development and sales framework of the platform. In this way, the idealistic and communicative benefits of the Passionswege are complemented by concrete economic advantages.

In 2022 Nadja Zerunian, co-founder of co/rizom, will curate the Passionswege together with Gabriel Roland, director of VIENNA DESIGN WEEK.

## CONFERENCE CIRCLES

With a series of precisely focused conference days, this year's VIENNA DESIGN WEEK complements its well-established talk program of lectures, presentations and panel discussions which are open to the public. This creates a format that is precisely tailored to the needs of the design scene. In this respect, high-level content exchange and direct stakeholder networking are top priorities.

A series of festival mornings are dedicated to an intensive examination of one topic each that shapes the design sector and in which it is shaping the future. At a VIENNA DESIGN WEEK venue and embedded in the larger festival program, the scene comes together in a concentrated way around a mix of keynotes, panel discussions and informal exchanges. Each conference day culminates in a light lunch, where speakers and participants can casually exchange ideas. This relaxed and at the same time focused atmosphere as well as the fascinating international guests make the Conference Circles an inspiring environment.

## DEBÜT

With the Debüt format, VIENNA DESIGN WEEK focuses its attention on outstanding educational institutions from Austria and abroad. The format is both a networking platform and an independent showcase for emerging design and related topics. The invited institutions demonstrate the focus of their educational offer and their skills, in the form of exhibitions, workshops or other interventions.

This year, the Institute for Arts Education at the Academy of Fine Arts Vienna will accept the invitation of VIENNA DESIGN WEEK and, under the title "Performing Care. Practicing Design", the artistic mediation of design and coexistence in urban space will be the focus of a debut contribution for the first time. The result of the students' work will be a specially conceived series of performative events and workshops for emancipatory design – all decidedly for participation. The focus is on sustainable and resilient design in the context of the city. In addition to the students, pupils will also be the experts – for example for snacks, scores, critical city tours, experimental typography as well as ideas for and discussions about a different world.

The fjum\_forum journalismus und medien also presents current projects on making it possible to understand how content is conveyed as an editorial design task.

## KÜLTŮŘ GEMMA! FELLOWSHIP

VIENNA DESIGN WEEK will cooperate with kùltùř gemma! for the first time in 2022. Together with the association, which promotes migrant cultural work and awards four fellowships annually, the festival is addressing diversity in the design scene – something that is still very much lacking in many places.

Both designers and clients benefit from more diversity: The design scene as a whole can better meet its demands if it becomes more diverse. With the support of kùltùř gemma! VIENNA DESIGN WEEK wants to create increased visibility and appreciation for migrant positions in product, industrial and graphic design as well as related fields such as architecture, which have not been sufficiently promoted and perceived so far.

A joint call for proposals will collect ideas that address this concern within the framework and with the means of a fellowship. For example, methods from research, curation, outreach, networking, documentation, research, exhibition, or ideally a mix of several approaches may be employed. A presentation of results in the program of VIENNA DESIGN WEEK is explicitly desired and supported by the festival team.

**Director**

Gabriel Roland

**Public Funding, Project & Office Management**

Marina Weitgasser

**Festival Headquarters, Urban Food & Design, Design Everyday, Focus District, Sponsoring**

Alexandra Brückner

**PLATFORM, printed matter, mediation, newsletter, sponsoring**

Laura Winkler

**Stadtarbeit**

Viktoria Hauser

**social media**

Pia Semorad

**Head of PR and Communication**

Ana Berlin, [www.abc-works.today](http://www.abc-works.today)

**Team PR**

Stella Wendtlandt, Marina Eberherr, Stefan Feinig

**Art Direction**

Christof Nardin / Bueronardin, [www.bueronardin.com](http://www.bueronardin.com)

**Graphic Design**

Pascal Magino, Daniel Schaffer / Bueronardin, [www.bueronardin.com](http://www.bueronardin.com)

**Guidance system**

Robert Rűf, [robertruef.com](http://robertruef.com)

**Editing**

Matthias Heschl, [studio1f.at](http://studio1f.at)

**Photo documentation**

Kollektiv Fischka, [fischka.com](http://fischka.com)

**Team photos & portraits**

Mafalda Rakoš, [www.mafaldarakos.com](http://www.mafaldarakos.com)

**Mediation**

Helena Schmidt & Sophie Lingg

**Board of directors**

Gabriel Roland, Thomas Geisler, Doris Rothauer


**Auditors**

Magdalena Hiller, Eva-Maria Titz

**VIENNA  
DESIGN  
WEEK**

THANK YOU!

PUBLIC PRINCIPAL PARTNER

 Bundesministerium  
Kunst, Kultur,  
öffentlicher Dienst und Sport



PRINCIPAL PARTNER



WIEN.INFO

GENERAL PARTNER



**RADO**  
SWITZERLAND

MOBILITY PARTNER

Polestar

LOCATION PARTNER

CROWND  
ESTATES

**VIENNA  
DESIGN  
WEEK**