

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.

"This year, the format Stadtarbeit deals with the topic 'Swapping - Sharing - Trading'. During the VIENNA DESIGN WEEK 2022, three selected projects will present different design solutions on how the networking of residents and businesses in a neighborhood can, on the one hand, utilize existing potentials of local providers and, on the other hand, create new structures of exchange in order to create added value for the immediate surroundings. We are eagerly awaiting the implementation of this year's projects."

- Viktoria Hauser, Projectmanagement Stadtarbeit

Dare to Share and Wear, Mariahüf! Mobile clothing swap in Vienna's Fast Fashion Eldorado

Nina Sandino and Alexandra Fruhstorfer have teamed up to push the fashion revolution along Mariahilfer Straße with a mobile intervention. The OMG! Open Mobile Garment Vehicle will become a wandering clothing swap party on wheels in Vienna's Fast Fashion Eldorado between Westbahnhof and Museumsquartier during the festival days. Fashion junkies and residents of Mariahilf are invited to bring, share and exchange second-hand clothes. The wandering meeting points also offer space to ponder: Why do we need what we buy? How do I repair my favorite socks? And most importantly, does anyone like my old Metallica shirt?

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EXPO – Exchange Potentials

By implementing the “EXPO – Exchange Potentials” Theo Deutinger, Pia Prantl and Chris Clarkson from The Department declare a part of Mariahilf, the 6th district of Vienna, to an EXPO terrain. Existing shops, services and institutions present themselves as the economic and social glue of Mariahilf’s. A map with a guidebook will direct the visitors along the various participants. Various events will stimulate the exchanging, sharing, and trading of not only goods but also of information, care, and interest.

Instant Noodle Bar

For the exhibition format "Post Apocalyptic Kaffeehaus" at VIENNA DESIGN WEEK 2021, oversized plant tubs were used to present the design objects. Pierre Castignola & Diego Faivre associated these containers with giant Instant Noodle cups. As a result, the Netherland-based French designers decided to bring the tubs back to Vienna in the form of an Instant Noodle Bar at this year's festival edition.

The bowls, chopsticks and spoons are made especially for the venue in a Do It Yourself style. Inspired by a DIY trend that uses instant noodles to repair a wide variety of items in the shortest amount of time, several workshops will be organized where people can bring their beloved broken items and get assistance in repairing them.