

# VIENNA DESIGN WEEK 2023 PLATFORM

**BECOME  
PART OF THE FESTIVAL**

The VIENNA DESIGN WEEK is Austria's most important design festival.

Since 2007 it has been a defining part of Vienna's design landscape, one of the most important design events in the DACH region and internationally renowned for the quality of its program. The independent festival comprises around 200 events and welcomes around 40,000 visitors per year.

The VIENNA DESIGN WEEK is ten days in which Vienna becomes a showcase for design, where design processes become visible, critical debate, informal exchange and education take place. The focus is on product, furniture, food, graphic, social and circular design as well as architecture and crafts.

In addition to curated formats such as the Passionswege, Urban Food & Design and Stadtarbeit, the contributions of PLATFORM's partners are essential to the range and quality of the festival program.

**VIENNA  
DESIGN  
WEEK**



## VIENNA DESIGN WEEK



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 part of Austria's most important design festival with program items.

The VIENNA DESIGN WEEK focuses on quality instead of quantity. In order to achieve an effective presence, we will be happy to advise you and discuss your ideas with you in detail. This is how a PLATFORM - and a festival - is created from individual program points.

The program points of the PLATFORM participants take place at independent locations throughout Vienna. These are organized by the organizers themselves and communicated by the VIENNA DESIGN WEEK in the festival program. In this way, your content becomes an organic part of the festival.

**VIENNA  
DESIGN  
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THAT'S WHAT IT DOES

- be an active part of a dynamic design festival
- direct contact with (inter)national professional audience, journalists and design-enthusiastic public
- exchange with the festival network
- synergies, contacts and new impulses
- national & international media presence
- invited journalists accompany the festival - thus also your contribution
- intensive public relations on our channels - Facebook, Instagram, LinkedIn, YouTube, newsletter and website



WE ARE OPEN FOR YOUR CONTENT

**VIENNA  
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WEEK**



You decide what you show and when!

Time, format and content of PLATFORM contributions can be freely designed: from a selective workshop to an exhibition over the entire duration of the festival.

A festival lives from the character of "now-or-never": show new content, communicate your work, convince our audience to visit your contribution because it can only be experienced in this form during the festival period.

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

## WHAT DOES PARTICIPATION COST?

A place at PLATFORM costs € 5,500.

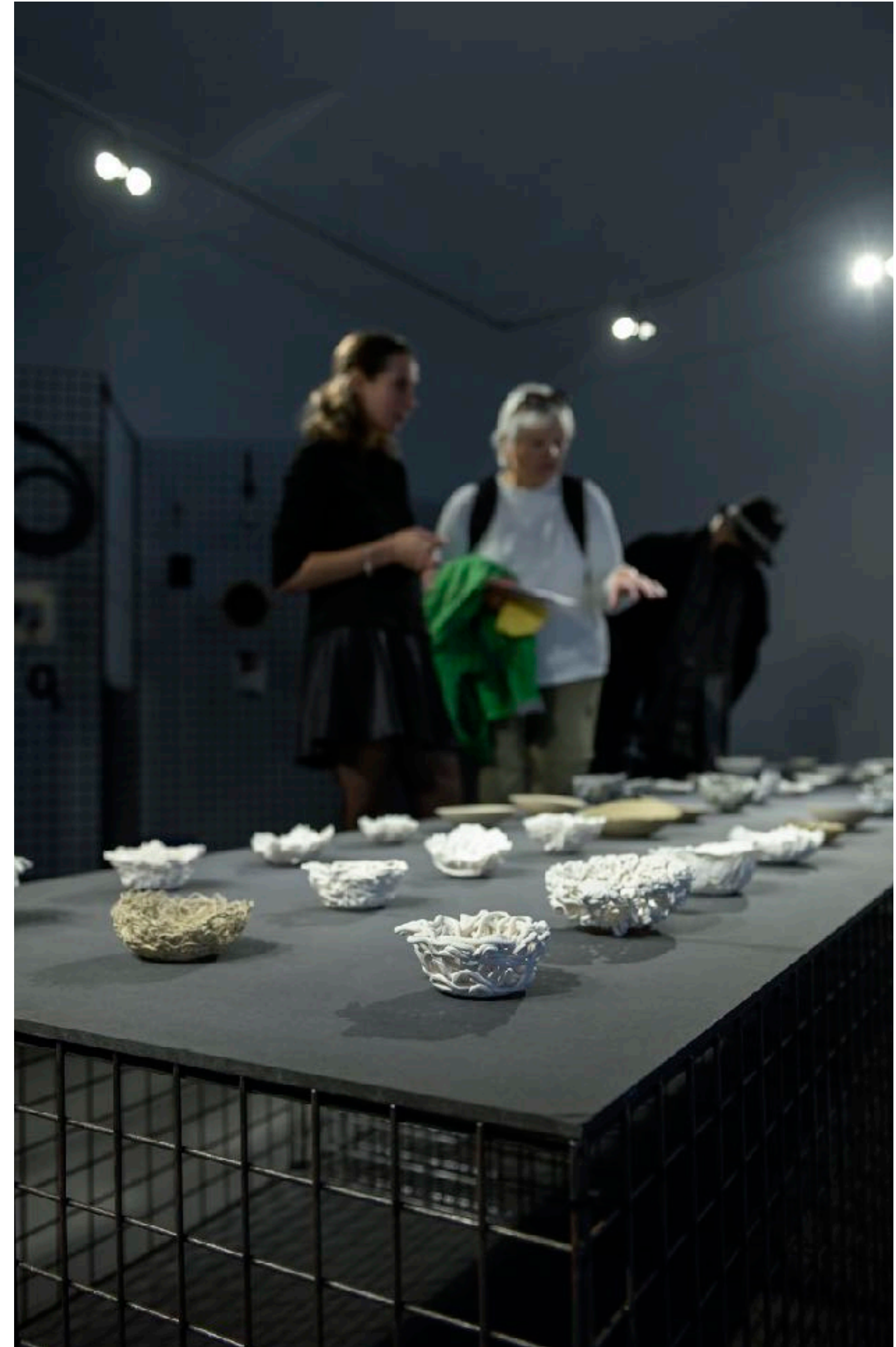
In order to strengthen the creative industry and to represent as diverse a picture of the design scene as possible, we offer a scaled discount model with the same benefits. The funded places are allocated according to curatorial criteria.

€ 3.300 (excl. VAT)  
for SMEs, cultural institutions, universities

€ 1.100 (excl. VAT)  
for young design studios

These costs are based on an independently organized and implemented program item at a separate 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.

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# INCLUDED SERVICES



- An exhibition during the entire duration of the festival
- One additional date in the festival calendar ("Drinks with...", party, reading, talk, ...)
- A venue on the festival map
- Photo impressions of the contribution by the VDW photo team and their use in the context of reporting on the festival
- Promotion in the festival program
  - 1 program item on our website: Texts are revised, proofread and translated by our editor
  - 1 event entry in the daily planner
  - 1 location entry (daily planner, website, app)
  - permanent player profile on our website
- promotion on social media and newsletter

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# WOULD YOU LIKE A LITTLE MORE?

In order to integrate the contributions of our PLATFORM partners even more deeply into the VIENNA DESIGN WEEK, we offer a number of optional extras.

## ADD ONS

- per additional event at the same location: EUR 250
- per additional event at a different location: EUR 500
  
- Talk (in the VDW talk setting): EUR 350
- Talk incl. streaming / recording: EUR 500
  
- Advertising banner in the program (website): EUR 2,000
- Advertising banner in a newsletter June to October: EUR 1.000
- Advertising banner in a newsletter November to May: EUR 700
  
- Editorial contribution in a newsletter: EUR 2,000
  
- Complete photo documentation of an exhibition: on request
- Portraits of the protagonists: on request
- Image video of an exhibition/event: on request

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CONTACT US!

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AND NOW?

If you are interested in participating, please send us a short concept including images. For questions, and if you would like to discuss ideas, the VIENNA DESIGN WEEK team is of course available at any time.

**Deadline for submission is June 1, 2023.**

CONTACT

Laura Winkler

[l.w@viennadesignweek.at](mailto:l.w@viennadesignweek.at)

+43 680 2363119

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

[linkedin.com/company/vienna-design-week](https://www.linkedin.com/company/vienna-design-week)

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