

VIENNA DESIGN WEEK

“The Series amplifies the limited and imperfect nature of production rather than hiding it.”

– Laura Houseley, guest curator

FOKUS: THE SERIES

In 2023, VIENNA DESIGN WEEK invited the London-based curator Laura Houseley to shape its FOKUS format. The theme she chose for the group exhibition: The Series.

A small edition of objects that repeat in form and material, but each one is subtly individualized by a small intrinsic feature: This is the series, the production method that is increasingly shaping the collectible design market. The second issue of FOKUS explores the series as a contemporary design phenomenon. It focuses on the inventive and expressive methods of small-scale studio production and celebrates the desirability of successive making. If nothing else, Vienna has always been a crossroads between craft and commerce. Here, artisanal production has become a sustainable innovation – an ideal place, then, to explore this contemporary form of making in the multiple.

The Series stands for the versatile small-series production of designers in their studios. Through it, they are able to express themselves independently, seeking and inventing materials and methods according to how they lead to diversity and originality. The limited and imperfect nature of production is amplified rather than hidden. And series also have a commercial quality: more saleable objects, increased return on design work, time invested in manufacturing and advertising. At the same time, series appeal to the nature of the collectibles market: They arouse desire, create scarcity, they feed viral campaigns and burgeoning careers.

FOKUS is a curated group exhibition shown in the main festival venue of VIENNA DESIGN WEEK framed by an extraordinary scenography. As one of the festival's core formats it receives particular attention from PR and the audience. There are special programme and networking opportunities for FOKUS designers in attendance.

CRITERIA

- Do you make in series? Have you invented an original method of making or adapted an existing one to facilitate the making of multiple, but original, collectible works?
- This should be a way of working that you regularly practice and there should be some innovation or unique perspective to your method.
- Small scale series means a numbered edition of 3 - 100 pieces.

Guest Curator: Laura Houseley
Cost per accepted piece: € 300,- (excluding shipping)
Application Deadline: 31.5.2023
Jury selection: End of June 2023
Festival Duration: 22.9. – 1.10.2023 (press-preview and opening: 21.9.2023)

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APPLY

Submit via this link: <https://forms.gle/dma4kz5c6JaLPHoA8>

- images
- dimensions of a cohesive series of objects
- a brief text covering your work's concept and its relevance to the topic
- a CV

For any questions, please contact: fokus@viennadesignweek.at

ABOUT 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.

viennadesignweek.at/en/info/about/

FOKUS 2022

The group exhibition ORNAMENT, which was curated by Liv Vaisberg, brought 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 presented ornament as a means of sensual, critical, functional – and meaningful! – expression.

viennadesignweek.at/en/archive/2022/fokus-ornament/