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Pressemappe

A City  
Full of  
Design

20—29  
Sept, 2024  
week.at  
viennadesign  
#vcdw24

# VIENNA DESIGN WEEK

A City Full of Design

## THE VIENNA DESIGN WEEK IN A NUTSHELL

Why do we love some objects in particular, how can design help us live together and protect the planet, and what is beautiful about the work of designers – the VIENNA DESIGN WEEK has set itself the goal of examining the role of design in society. And it does so throughout the city, both locally and internationally, with as much passion as seriousness, with free admission, and an exciting program for everyone – from children to design professionals.

Austria's largest curated design festival has been taking place since 2007, with around 200 events and 40,000 visitors most recently. Over ten days every autumn, the VIENNA DESIGN WEEK showcases that Vienna is a City Full of Design. The festival goes where the people are: in public spaces and places which are not considered design hotspots. There, critical yet playful discussions, low-threshold outreach program or professional discourse enable new perspectives on objects, contexts, and production processes.

Product, furniture, and industrial design, architecture, graphic, circular, and social design as well as experimental and digital approaches are the focus of the VIENNA DESIGN WEEK. The festival is a platform for designers and companies to present themselves and network locally and internationally. At the same time, the VIENNA DESIGN WEEK specifically commissions experimental projects and initiates topics to not only show what already exists, but to broaden our horizons.

Celebrating the joy of design together!

VIENNA DESIGN WEEK 2024

September 20 to 29

Press tour on September 19

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

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### FESTIVAL HEADQUARTERS

Annually changing main event location in an architecturally and urbanistically outstanding interim use within the Focus District: gateway to the festival, info point, location for selected contributions and program items, festival café, and store – 2024 in a newly finished building for the first time!

### FOCUS DISTRICT

District on which an edition of the VIENNA DESIGN WEEK focuses in particular, often located outside the city center, with a high density of event venues and interventions in the public space around the Festival Headquarters, plus program items throughout the city. Focus District 2024: Landstraße, Vienna's 3rd district.

# VIENNA DESIGN WEEK

## PLATFORM

Independent program contributions from external exhibitors from Austria and all over the world, brought together by the festival team: brands, manufacturers, design studios, universities, cultural institutes, galleries, museums, collectives, ...

## PASSIONSWEGE

Dialogue between design and craft: a series of projects commissioned by the VIENNA DESIGN WEEK, a free space for designers and craftspeople to work together on an equal footing and with an open mind beyond commercial restrictions. The longest-standing format of the VIENNA DESIGN WEEK, now under the patronage of the Vienna Tourist Board.

## URBAN FOOD & DESIGN

Series of challenges in cooperation with the Vienna Business Agency. The aim: connecting the creative economy with the food sector, ranging from urban farming and circular logistics to speculative table culture and experimental gastronomy.

## STADTARBEIT

With the support of Vermehrt Schönes! – the sponsorship program of Erste Bank – and in cooperation with Caritas Vienna, the Stadtarbeit format enables social design and thus projects that deal with issues of social interaction.

## DEBUT

At the invitation of the VIENNA DESIGN WEEK, local and international educational institutions are taking part in the festival: specially developed content and themes that go beyond the usual horizons of education and festivals

## DESIGN EVERYDAY

Annual exhibition of outstanding product design from Austria, collects best-practice examples of functionality, aesthetics and sustainability in a growing database, curation and exhibition design by studio Vandasye.

## FOCUS

Group exhibition format for conceptual, experimental, and sculptural design approaches, annual theme (2022: ORNAMENT, 2023: THE SERIES, 2024: TRASH), compiled by guest curators and framed by a specially commissioned scenography.

## RE:FORM

Festival format with the support of OekoBusiness Vienna, which brings together design, business consultancy and industry. Common question: How can sustainable design, strategic thinking, and the leverage of economic implementation make the city fit for the future?

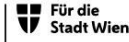
## OUTREACH

Tours, talks, workshops, opportunities for schools – the VIENNA DESIGN WEEK addresses its program to as many different people as possible, from low-threshold entry to multi-part specialist conferences

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