

VIENNA DESIGN WEEK

A City Full of Design

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VIENNA DESIGN WEEK

FOREWORD

Dear journalists and media representatives!

Dear friends of the VIENNA DESIGN WEEK!

In the course of working on the exhibition DESIGN WITH A PURPOSE, which the VIENNA DESIGN WEEK team curated for the Klima Biennale Wien, we have become particularly aware of an unpleasant fact: Design is part of the problem. Despite all the assurances, good intentions, and visionary ideas, design all too often fails to make an impact where it is most urgently needed.

This is where the VIENNA DESIGN WEEK wants to counteract – with solutions and questions, local and international, both experimental and applied, across all disciplines. Our festival is indeed also a festival that celebrates the joy of design and its power to transform and tell stories. We enjoy the poetic as much as the functional – especially, when they work together in the right place.

We want to embark on these ventures and discoveries together with the design scene, our partners, and our audience. I would be delighted if you would accompany us, share our content, and tell others about it!

Gabriel Roland

Director of the VIENNA DESIGN WEEK

VIENNA DESIGN WEEK

GENERAL INFORMATION

18th festival edition

September 20 to 29, 2024

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PRESS CONTACTS

What 1f. Communications

Matthias K. Heschl + Team

+43 699 144 22 578

office@what1f.com

what1f.com

International Press Relations

a b c works

Ana Berlin + Team

+43 660 475 38 18

hello@abc-works.today

abc-works.today

PRESS MATERIAL

Texts and printable images for download:

viennadesignweek.at/presse

VIENNA DESIGN WEEK

ABOUT THE VIENNA DESIGN WEEK

The VIENNA DESIGN WEEK is Austria's most important multidisciplinary design event. The program put together by the festival team led by Gabriel Roland goes far beyond the design of products in order to illustrate the role that the work of designers plays in coexistence in the city and around the world. The VIENNA DESIGN WEEK was founded in 2007 and is organized by an independent association. The festival comprises around 200 program items and welcomes 40,000 visitors each year. The VIENNA DESIGN WEEK is open to everyone – admission to the Festival Headquarters and most of the events is free!

How can design contribute to both socially and ecologically sustainable solutions? How can it be critical and connect us to the objects, spaces, and services we need in a meaningful way? The VIENNA DESIGN WEEK seeks answers to such questions over ten late summer days with a diverse array of events in the fields of product, graphic and industrial design, architecture, crafts, sustainability, circular economy, and social design as well as with digital and experimental approaches.

The VIENNA DESIGN WEEK deliberately does not have the character of a trade fair and is not a direct sales event. Rather, it is about making the processes that lie beneath the commercial surface of design accessible as well as reflecting on our behavior in connection with it. Fundamental to this is the belief that conscious and visionary design, combined with an informed and participatory public, offers opportunities to create a world that works better for everyone involved.

The festival moves through the city from edition to edition, changing its main venue (usually an interim use), the Focus District and commissioning new projects on an ongoing basis. Locations throughout the city and in public spaces are part of the program. It is important for the VIENNA DESIGN WEEK to respond to the respective circumstances, involve local stakeholders, and propose relevant solutions. However, it is also about connecting the local design scene with each other and internationally.

It is particularly important for the VIENNA DESIGN WEEK that not only high-quality exhibitions, product presentations and events take place that deal with the pressing issues of our time. The festival's varied educational program also creates access for people who have not previously been involved with design, thus enabling insight and participation. The VIENNA DESIGN WEEK is aimed at everyone – from international professionals to school classes.

The formats that have grown over the 18 years of the festival's history, such as Passionswege, Stadtarbeit, and Urban Food & Design, are integral parts of the VIENNA DESIGN WEEK structure. They cover various themes and functions, from open calls to curated programs. These are followed by a variety of supporting events (talks, tours, openings, workshops, ...). A crucial part of the festival program are the contributions created by the numerous external partners for the festival format PLATFORM.

VIENNA DESIGN WEEK

Almost all venues and events of the VIENNA DESIGN WEEK are accessible free of charge and are made accessible by a low-threshold educational program. The festival's supporting association is non-profit and finances the festival and the annual activities of a small organizational team through a mixture of public funding, sponsorship and cost contributions from exhibitors. This ensures independent work and reflects the key position of design between culture, society, and business.

The VIENNA DESIGN WEEK would like to thank all contributors and supporters, especially the City of Vienna's Department of Cultural Affairs and the Federal Ministry of Arts, Culture, the Civil Service and Sport, whose funding makes this festival possible.

VIENNA DESIGN WEEK

A City Full of Design

VIENNA DESIGN OFFICE

Große Spertlgasse 26/5
1020 Wien, Österreich

+43 1 8906393

office@viennadesignweek.at
www.viennadesignweek.at

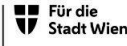
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Alpbach
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VIENNA DESIGN WEEK

FESTIVAL HEADQUARTERS AND FOCUS DISTRICT

The annually changing Festival Headquarters serves as the central point of contact with the VIENNA DESIGN WEEK, as a meeting point and place for visitors, as a gateway to the festival, but also as a framework for selected content, events, exhibitions, and installations. In 2024, the Festival Headquarters will be located in the neighborhood development project Village im Dritten – and thus in the middle of this year's Focus District Landstraße.

Vienna's 3rd district dates back to the first expansion of the city in 1850 and is one of the inner districts. Landstraße is the only district in the extended city center that does not have its outer boundary at the Gürtel, but further away from it. Landmarks such as the Hochstrahlbrunnen, Belvedere Palace, the Hundertwasserhaus, and the Arsenal as well as numerous embassies, palaces, and cultural institutions ranging from the Konzerthaus to the Arena are located in the district, which is also characterized by commercial, industrial, and residential zones.

Instead of a classic interim use – meaning *after* the actual use of a property – the Festival Headquarters of VIENNA DESIGN WEEK 2024 will move into a new building. This year, the VIENNA DESIGN WEEK will find space for this new usage mode and its multidisciplinary presentation in the DOCKS of ARE Austrian Real Estate. The building stretches along the Landstraßer Gürtel (between Landstraßer Hauptstraße and Adolf-Blamauer-Gasse) and will offer 9,000 square meters of space for loft offices and businesses with exhibition areas as well as local shops and restaurants.

The DOCKS are part of the Village im Dritten urban quarter developed by ARE. Around 2,000 flats, offices, and educational facilities are also being built around a large park on the eleven-hectare site. The neighborhood will be supplied with a climate-friendly energy system consisting of geothermal probes, photovoltaic systems, and district heating. In addition to the carefully selected exhibitions, installations, and events at the Festival Headquarters, VIENNA DESIGN WEEK's program will focus on the development of the neighborhood and the characteristics of the entire district.

VIENNA DESIGN WEEK

POP-UP CAFÉ

Lots of fresh vegetables, even more spice, and a good pinch of feel-good factor – that’s lunch for Simone and Adi Raihmann. The two have been doing it for ten years now, when they fulfilled their absolute dream with Karma Food. They now have eight locations with 33 creative minds who not only serve delicious Karma Food, but also put people in an excellent mood. And this year, they are also involved with VIENNA DESIGN WEEK. As the catering partner, Karma Food will take over the festival’s pop-up café. As usual, there will be curry and co. for lunch, delicious Karma sweets and, of course, good coffee. In addition, exciting food and design workshops are already being organized. Special dinner parties are also on the menu.

CAMPAIGN

In addition to VIENNA DESIGN WEEK’s focus on the location and content, its graphic appearance is a key factor that strongly characterizes the respective festival edition. In the words of the VIENNA DESIGN WEEK’s art director, Christof Nardin:

“With a lot of sunshine in its heart: the VIENNA DESIGN WEEK opens in the 3rd district. Bueronardin bridges the gap between design and urban realities. The campaign talks about mobility, open space, architecture, location, and supply, about artificial intelligence and the real world. Design as a kit, scheme, and pattern. A City pretty much Full of Design.”

VIENNA DESIGN WEEK

FESTIVAL FORMATS

RE:FORM

New perspectives and innovative solutions through sustainable collaboration – Re:Form unites design, management consulting, and industrial companies to find ecologically and socially acceptable forms of doing business. This program format, launched by VIENNA DESIGN WEEK in collaboration with OekoBusiness Wien in 2023, creates flagship projects that demonstrate how the city can be made fit for the future through the interaction of sustainable design, strategic thinking, and the lever of economic implementation.

Re:Form facilitates the collaboration of three-person teams made up of companies, designers, and consultants. The projects open up a whole field of different aspects of sustainability. Approaches range from the conscious use of human labor, energy, and material resources via new types of networks, products, and services to innovative ideas in the fields of internal and external communication, corporate culture and identity. New perspectives, proven working methods, and thought-out strategies work together.

The second edition of Re:Form will focus on the topic of reusable packaging and will be explored through a design project and a discursive supporting program.

URBAN FOOD & DESIGN

“If we want to be sustainable as a city, we need to develop new ideas to deal with our resources in a way that is not only climate-friendly but also socially sustainable. At the VIENNA DESIGN WEEK, we will show how hospitality, catering and food consumption in the urban environment can be thought of in a circular way.”

– Elisabeth Noever-Ginthör, Head of Creativity & Business, Vienna Business Agency

Urban Food & Design, the joint format of Vienna Business Agency and the VIENNA DESIGN WEEK, is focussing this year on material innovation and the use of resources in the city. Kollektiv dreiST was selected via an open call and commissioned to design a lounge and hospitality area for VIENNA DESIGN WEEK’s Festival Headquarters. The collective’s design builds directly on the work of Biofabrique Vienna, which explores the interplay between materials research, design, and architecture at the festival site of the Klima Biennale Wien.

For 100 days, experiments will be conducted there with unused resources from the city. Excavated material from the Wiener Linien public transport system and production waste from the Ströck bakery will be used to create new materials for the design of the Festival Headquarters as a place for communal enjoyment and exchange with a high standard of content and equally great quality of stay. The work of Kollektiv dreiST is thus the first major design project to utilize new materials from Biofabrique Vienna. The project is based on the concept for bioregional design by Atelier LUMA Arles, whose approach is now being tested in an urban environment for the first time. Biofabrique Vienna is a project organised by [Vienna Business Agency](#) and [Atelier LUMA](#), a program of [LUMA Arles](#), implemented by the [Institute of Architecture and Design at the Vienna University of Technology](#) with the support of [Bäckerei Ströck](#), [Wienerberger](#), and [Wiener Linien](#).

Kollektiv dreiSt (Martin Kohlbauer, Luisa Zwetkowitz, Sophie Coqui) was able to convince the jury with their vision of the interplay between materials research, design, and architecture. Their work now bridges the gap between Biofabrique Vienna and VIENNA DESIGN WEEK.

Jury: Simone Raihmann (Karma Food), Lotte Kristoferitsch (EOOS Social Design), Tina Gregoric (Vienna University of Technology and Dekleva Gregoric Architects), Jan Boelen (Atelier LUMA), Jakob Travník (architect, researcher, and cultural producer), Elisabeth Noever-Ginthör and Alice Jacobasch (Vienna Business Agency), Gabriel Roland and Alexandra Brückner (VIENNA DESIGN WEEK)

VIENNA DESIGN WEEK

STADTARBEIT

TEN YEARS OF SOCIAL DESIGN FOR VIENNA

“A decade of excellent Stadtarbeit projects – that’s ten years full of committed experiments on how we want to shape our coexistence in Vienna and the world.”

– Gabriel Roland, Director of the VIENNA DESIGN WEEK

“When we began supporting the topic of social design as a focal point over ten years ago, we linked the format with an award a few years later in order to give the people working in this field and the projects that arise from it more public attention. The Erste Bank Social Design Award will be presented for the tenth time this year. We are delighted!”

– Ruth Goubran, Head of Sponsoring, Erste Bank

With the Stadtarbeit format, the VIENNA DESIGN WEEK, with the support of the Erste Bank sponsorship program – Vermehrt Schönes! – and in cooperation with Caritas Vienna, has created a framework for the realization of social design ideas that is now also established internationally. The Stadtarbeit projects selected from an open call for proposals deal with the social challenges of urban coexistence, analyze urban spaces and, in the best case, improve the coexistence of social groups. They address the needs and interests of residents and strengthen the resilience of local communities in the face of social, ecological, and economic challenges. The projects take place in public spaces and also in cooperation with social institutions and should be accessible and understandable to the public.

For Stadtarbeit 2024, the jury consisting of Lena Rücker (MA18 – Urban Development and Planning), Julia Habarda and Tobias Kauer (membran), Clemens Foschi (Caritas Vienna), Ruth Goubran (Erste Bank), Hanna Facchinelli and Gabriel Roland (VIENNA DESIGN WEEK), has selected three projects that will be presented in the festival program with an implementation budget.

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PLATFORM

Everyone – from design studios and architecture firms to Austrian and international companies of all sizes, museums, cultural institutions, and universities – is invited to become part of Austria's most important design festival.

The VIENNA DESIGN WEEK favors quality over quantity. In order to achieve an effective presence, the festival team advises the PLATFORM partners and discusses each program idea in detail. Together, individual program items form a platform – and a festival.

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

The time, format, and content of PLATFORM contributions can be freely organized: from one-off workshops to exhibitions over the entire duration of the festival. In this way, the festival thrives on the now-or-never character: Partners present new content, communicate their work, and convince the festival audience year after year of the range of local design production and its international contacts.

Already confirmed for the 2024 festival program are contributions from [Bildrecht](#) with [ante up](#), [Brauchst](#), [BONBON Interior](#), [Design in Gesellschaft](#), [designaustria](#), [design.mikimartinek](#), [feinedinge*](#), [HOMA](#), [IKEA](#), [LOBMEYR](#), [LAUFEN](#), [MAK](#), [Möbelmuseum Wien](#), [Museum of Architecture and Design \(MOA\)](#) with the [Centre for Creativity \(CzK\)](#), [nilo kilim](#), [SKICA – Slovenian Culture and Information Center](#), [SPHAER](#), [studio re.d](#), [Vöslauer](#), [werkstatt1150](#), and [ZIMMER](#).

More information and photos of the PLATFORM contributions can be found in the press area.

VIENNA DESIGN WEEK

RADO MOVING MATERIALS

“As a proud partner of the VIENNA DESIGN WEEK for many years, we are delighted to be breaking new ground together with Austria’s largest design festival in 2024. Our partnership is based on the values of innovation, passion and curiosity, especially in the promotion of young design talents and the exploration of new creative horizons. With this year’s limited ‘Rado True Square Thinline x VIENNA DESIGN WEEK’ special edition, inspired by the 2024 festival graphics, Rado will once again be able to present a special highlight.”

— Adrian Bosshard, CEO of Rado

The Swiss watch manufacturer Rado is known for the independent and visionary design of its watches and the use of revolutionary materials. The brand is a relevant and dynamic player in the international design scene and is particularly proud of its collaborations with international designers. As a long-standing partner of the VIENNA DESIGN WEEK, Rado is once again contributing to the festival program this year.

What Rado and VIENNA DESIGN WEEK have had in common since the beginning of their partnership is the promotion of up-and-coming design talent. Following on from last year, the RADO MOVING MATERIALS competition will give six designers from the field of motion design the opportunity to present their installations, specially produced for the video wall in the Rado Boutique in Vienna (Kärntner Straße 18), to a wide audience.

From March to August, a new animation will be shown for one week each month. During the VIENNA DESIGN WEEK 2024 all animations will be shown again from 20 to 29 September – and it will be announced which of the six projects has won the RADO MOVING MATERIALS Prize. This year, the public will also have the opportunity to take part in the vote. The public vote will ultimately be included in the overall judgement of the three-member jury. Votes can be cast on the [RADO MOVING MATERIALS website](#). The prizes include a special edition of the watch, limited to twenty pieces, which Rado is presenting at VIENNA DESIGN WEEK 2024.

Dates for RADO MOVING MATERIALS

March 28, 2024: Klimentina Li

June 27, 2024: Anna Schlamp

April 25, 2024: Francesco Ciccolella

July 25, 2024: Zahra Shahabi

May 28, 2024: Sebastian Freudenschuss

August 29, 2024: Marie Dokter

VIENNA DESIGN WEEK

VIENNA DESIGN WEEK × IKEA: DARE TO DREAM

Let's sleep on it again ... In their third year of collaboration, IKEA and the VIENNA DESIGN WEEK are setting off in a new direction. With the DARE TO DREAM open call, the cooperation partners are inviting designers to develop ideas about one of the most important things in the world: sleep. The focus is on young, creative talents who want to design new approaches, surprising installations, and statements using IKEA products.

Three selected ideas will showcase different aspects of the influence of design on sleep as part of the VIENNA DESIGN WEEK. The installations are intended to creatively engage with IKEA products, inspire different visitor groups, and, in the best case, even invite interaction.

“Everything happens when you sleep – dare to dream!” Under this motto and with the help of IKEA products, the open call is looking for dream worlds, sculptures, and installations, but also for concrete spatial solutions and product ideas. Whether it is a short nap or a deep sleep – often the time in bed (or wherever you go to sleep) is the only opportunity to really calm down and let your mind wander. What is truly important? What do I wish for? In dreams, even the unattainable suddenly becomes possible!

Open call runs until June 2, 2024.

[Details here](#)

VIENNA DESIGN WEEK

FOCUS: TRASH

“Trash is omnipresent: whether as Y2K revival, a luxury bag in the shape of a chip bag, or islands of rubbish in the ocean. We think it is time to take this ambivalent aesthetic phenomenon seriously.”

— Anton Rahlwes and Nina Sieverding, guest curators

For 2024, the VIENNA DESIGN WEEK is inviting the curators Anton Rahlwes and Nina Sieverding to curate the format FOCUS. The theme they chose for the group exhibition is: TRASH.

FOCUS is a curated group exhibition that will be shown in the VIENNA DESIGN WEEK’s Festival Headquarters and framed by an extraordinary scenography. As one of the festival’s core formats, it enjoys special attention. For young designers from abroad in particular, this format creates an opportunity for participation that is comparatively inexpensive and logistically less complex than conventional festival participation.

For the third edition of FOCUS, we are going to the bottom of the (aesthetic) rubbish bin together and asking ourselves: What makes trash trash? For us, “trash” describes a spectrum that operates between abstract stylistic form and concrete materiality. Trash can be obvious, vulgar, and ironic, but also subtle, intellectual, and cerebral. What looks like rubbish at first glance can, at second glance, be material that is just waiting to be reprocessed.

This year’s edition of FOCUS is looking for collectibles that explore the aesthetic concept of trash, deal with topics such as the circular economy/recycling through their materiality or design, or experiment with biodegradable materials. What treasures and opportunities lie in our waste – or what we call rubbish?

THE CURATORS

Nina Sieverding is an editor and communications strategist. She is co-founder of the online magazine the thing Magazine. After studying communication design, art studies, and integrated design, she worked as a journalist, copywriter, and graphic designer before joining the editorial team of the design magazine form in 2019. From 2020 to 2023, she was editor-in-chief of form together with Anton Rahlwes. She has been teaching History of Visual Communication at the Offenbach University of Art and Design since 2022.

Anton Rahlwes is a designer, artist, and journalist. He is co-founder of the online magazine the thing Magazine. Previously, he was co-editor-in-chief of the magazine form from 2020 to 2023. He also co-founded the Berlin furniture label OUT – Objekte unserer Tage. He is currently studying aesthetic theory at Goethe University in Frankfurt am Main and Korea University in Seoul. He is researching the connection between physical artifacts and concepts of masculinity.

VIENNA DESIGN WEEK

THE SCENOGRAPHY

[soju.studio](#) is a young design collective from Vienna that focuses on photography, graphic design, web design, moving image, and spatial design. At the center of their work is a transdisciplinary self-image that has been expressed in numerous projects since 2019. Can Denzer, Selin Göksu, Julian Lee-Harather, Andreas Rippl and HaNam Tran use a “zeitgeisty” language in order to constantly subvert it – simplicity meets playful humor and mannerism meets sober classicism, while the boundaries between digital and analogue worlds are explored in a new way.

Open call runs until May 31, 2024.

[Details here](#)

VIENNA DESIGN WEEK

PASSIONSWEGE

“The VIENNA DESIGN WEEK has been the driving force behind Vienna’s cultural life for 18 years. With a changing focus on various Viennese districts and the Passionswege, it shines a spotlight on artistic, cultural, and social life in various parts of the city. The VIENNA DESIGN WEEK thus supports a central concern of the Vienna Tourist Board, which is also increasingly focussing its tourism marketing on bringing Vienna’s neighborhoods closer to an international audience and allowing local businesspeople and designers to share in the city’s tourism success. There are many reasons to visit Vienna – and many places where you can immerse yourself in the city. The VIENNA DESIGN WEEK impressively conveys this anew every year.”

– Norbert Kettner, Managing Director of Vienna Tourist Board

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

In this way, the Passionswege not only open up a free space for the participants and enables the realization of an extraordinary project, but they also invite the VIENNA DESIGN WEEK audience to discover traditional Viennese businesses and help to ensure that craftsmanship remains alive in the city beyond its purely museum-like preservation. The oldest format of the VIENNA DESIGN WEEK has recently been placed under the patronage of the Vienna Tourist Board and so two dialogues between crafts and design will be commissioned again in 2024.

VIENNA DESIGN WEEK

DESIGN EVERYDAY

In 2024, the Design Everyday format will be focussing on the design of everyday objects for the eighth time. The central element is the exhibition DESIGN FOR USE, which brings together a selection of outstandingly designed objects from the Austrian design scene at the Festival Headquarters. Whether seating furniture, bicycles or packaging solutions – it is precisely in the design of things that we use extensively every day that innovative, sustainable product design can use its full potential for change. The exhibition uses current example projects and their stories to show how this can work in collaboration between designers and manufacturing companies.

Design Everyday is conceived, curated, and designed by Studio Vandasye (Georg Schnitzer and Peter Umgeher), in cooperation with the VIENNA DESIGN WEEK and supported by Vienna Business Agency, Creativity & Business.

DEBUT

A first appearance that promises something new, brings the unknown to light and takes a look at the next generation: With the format Debut, the VIENNA DESIGN WEEK is bringing attention to design education in Austria and abroad. Debut goes beyond marketing messages in order to address the basic orientation of design training – the objectives that are set and the talent that emerges. Hence, the format is both an international networking platform and an autonomous laboratory for aspirational design.

This year, students from the Institute of Design at the University of Applied Arts Vienna are working on the DESIGN REVOLUTION NOW! (under the direction of Harald Gründl and Gabriel Roland), focussing on an intervention in the festival program.

VIENNA DESIGN WEEK

TALKS, TOURS, AND OUTREACH

Festivals are places for meeting people and experiencing things. They create informal settings and safer surroundings for exchanging and understanding. This is the spirit with which the diverse outreach program of the VIENNA DESIGN WEEK takes visitors of every age by the hand and offers them opportunities to experience and access design as well as to discuss it with others. From the classic guided tour through the Festival Headquarters to insider tours through hidden places – the program offers dozens of suitable opportunities for shared experiences that will later have a lasting effect as vivid memories in everyday life. A particular focus is on the program for schools and children, which introduces young people to the concept of design. And the VIENNA DESIGN WEEK team will once again provide a glimpse behind the scenes of the festival. In other words: The outreach program of the VIENNA DESIGN WEEK brings design to the place, where it is most urgently needed – to the people.

Especially for school classes: The festival's school tours show how design influences the everyday lives of young people. Together with the education team, in a group, or individually.

CONFERENCE: OPEN DESIGN

The Distributed Design Platform acts as an exchange and networking center for the European maker movement. The initiative aims to develop and promote the connection between designers, makers, and the market. As a cooperation partner of VIENNA DESIGN WEEK, the Distributed Design Platform is organizing a conference at the Festival Headquarters on one of the basic principles of decentralized working methods: open design. Together with international and local experts and with the interactive participation of participants, the conference will address the question of how design as a tool and solution can be available exactly where it is needed, beyond proprietary property rights and constant further development.

The Distributed Design Platform is led by Fab Lab Barcelona (IAAC – Institute for Advanced Architecture of Catalonia) and comprises 15 cultural institutions across Europe, including HappyLab, Austria's first fab lab and thus the first interdisciplinary contact point for anyone with creative and technological project ideas.

VIENNA DESIGN WEEK

FALSTAFF LIVING DESIGN AWARD BY VIENNA DESIGN WEEK

Falstaff LIVING has become an award partner of the VIENNA DESIGN WEEK! “Austrian designers are still being beaten far below their worth and we want to change that,” says Angelika Rosam. The Falstaff LIVING Design Awards, which are being presented together with the VIENNA DESIGN WEEK for the first time, will bring outstanding creative achievements in the fields of design and architecture to the forefront for the second time. A high-profile jury will select and award prizes in five categories (newcomer, industrial design, interior design, restaurant, and office design). The gala will take place on 20 September 2024 at VIENNA DESIGN WEEK’s Festival Headquarters.

EUROPEAN FORUM ALPBACH × VIENNA DESIGN WEEK

The EFA24 will take place from 17 to 30 August, 2024. As part of the art and culture program, the VIENNA DESIGN WEEK is creating an intervention. The context: the global super-election year 2024. The project deals with the democratic process and the role of design in it. Our tool: the campaign. However, to ensure that it is not just role-playing or satire of existing party politics, the campaigns developed by multidisciplinary teams also include the element of utopias that reach far into the future.

The project, staged as an interactive election experience for the EFA participants, gives young creatives a speculative campaign experience, conveys the connection between long-term and short-term priorities, scrutinizes the rituals and symbolism of the democratic process and is a playful reflection on the utopian potential of elections and democracy itself.

The intervention created at the European Forum Alpbach will subsequently also be shown at the VIENNA DESIGN WEEK.

VIENNA DESIGN WEEK

FESTIVAL TEAM

Director

Gabriel Roland

Head of Production + Collaborations

Alexandra Brückner

Head of Communication + Collaborations

Laura Winkler

Project Management

Alma Fiala

Project and Office Management

Alexandra Rauschgold

Stadtarbeit

Hanna Facchinelli

Social Media

Christof Wimmer

Public Relations + Editorial Director

Matthias K. Heschl, what1f.com

Team Public Relations + Editorial

Tina Bauer, Katharina Fennesz, what1f.com

International Press Relations

Ana Berlin, abc-works.today

Art Direction

Christof Nardin, bueronardin.com

Graphic Design

Michael Mayr, bueronardin.com

Website

Philipp Daun, philippdaun.net

Photographic Documentation

eSeL, esel.at

Portrait Gabriel Roland

Apollonia T. Bitzan, apolloniabitzan.com

Board of the Association

Gabriel Roland, Thomas Geisler, Doris Rothauer

Auditors

Magdalena Hiller, Eva-Maria Titz