

# WELCOME TO THE PLATFORM

'No More Business as Usual' – only what is special is elevated to PLATFORM. Because the VIENNA DESIGN WEEK focuses on quality over quantity, on unexpected synergies, on new perspectives. The VIENNA DESIGN WEEK is Austria's largest curated design festival with the aim of bringing design to life in all its facets.

PLATFORM gives you the opportunity to present **exhibitions, product presentations and installations** to an international audience directly at **your own location** in the city as part of the 20th VIENNA DESIGN WEEK (25.9.- 4.10.2026). This audience includes designers, journalists, curators, interior architects, and other key opinion leaders in the creative industry.

From **manufacturers, brands and stores to design studios, universities, museums and (cultural) institutions**: Take the opportunity to become part of our **community** and benefit from our extensive expertise in the areas of **marketing, PR and strategy**.

To ensure that the participants' contributions are of the highest quality, an application for PLATFORM is required, which will be assessed by the VIENNA DESIGN WEEK curatorial team. The form for the Open Call is [linked here](#).

The Open Call ends on **30 June 2026 at 24:00 (CET). LAST CHANCE!**



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**VIENNA DESIGN OFFICE**

Verein Neigungsgruppe Design

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# VIENNA DESIGN WEEK

## THE BENEFITS

Join PLATFORM and enjoy the following benefits:

### BRAND/IMAGE BUILDING

- Become an active part of a renowned design festival with around 50,000 visitors
- Present your own content in a new, exciting setting

### COMMUNITY & NETWORK

- Direct contact with the international specialist audience and a broad, design-enthusiastic public
- Exchange with the extensive festival network
- Numerous synergies, contacts and new impulses, new business opportunities

### MARKETING

- Intensive public relations work on all our channels with an audience of over 50,000: Instagram, Facebook, Twitter, LinkedIn, YouTube
- Additional visibility through our newsletter and website

### PR

- National and international media presence ([see Best Of Clippings 2025](#))
- Renowned journalists are invited to accompany the festival - and thus also your contribution



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## PRESENT YOUR PROGRAMME IN A FRESH LIGHT



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If you have exciting **content** and a **location** in the city, PLATFORM is the right place for you. You will have the unique opportunity to present and communicate your programme to an engaged audience. A festival thrives on its **'now-or-never' character**. Engage our audience with your contribution; it is a unique experience available only during the festival.

The VIENNA DESIGN WEEK is not a trade fair, but a design festival that **celebrates the joy of design**, tells the **stories behind products** and emphasises the **beauty of designers' work**.

We carefully curate our programme to reflect the diversity of design and to question the evolving role of design. Sustainability, circularity, and social design take center stage, along with the active engagement of our community.

We therefore expect our PLATFORM participants to

1. Showcase a compelling exhibition, product presentation, installation, or similar at your own location throughout the entire duration of the festival.
2. Help shape the festival with its own supporting programme (e.g., workshop, talk, drinks).
3. Incorporate or address sustainable, circular, social, and critical aspects of design.

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\* DO YOU HAVE A PROGRAMME BUT NO LOCATION?

For all those who have a programme that they would like to present to the VIENNA DESIGN WEEK audience, but do not have a location of their own – or conversely a location, but no suitable content – there is now the new **Mixer** format. Here, the VIENNA DESIGN WEEK curatorial team will find suitable locations for your content and vice versa. To apply for this, select the 'Mixer' option in the [Open Call](#).

If you have a location but no content yet, please contact us by e-mail at [a.f@viennadesignweek.at](mailto:a.f@viennadesignweek.at).

There is also the possibility of exhibiting at our **Festival Headquarters 2025**. Due to limited space, this option is only available in selected cases. However, you are welcome to indicate your interest in the Festival Headquarters in your application. Please keep in mind that the price per square meter for exhibition space is €90 (excl. VAT) and a minimum of 10 square meters have to be used.



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## WHAT DOES PARTICIPATION COST?

To be represented at PLATFORM in the VIENNA DESIGN WEEK programme, participants pay a fee of **€ 5,500 (excl. VAT)**.

You may be eligible for one of our discounts!

40% discount: € 3,300 (excl. VAT) – SMEs, cultural institutions, universities

80% discount: € 1,100 (excl. VAT) – young design studios, small organisations

\* This fee contributes to the organisation of the festival and covers a share of the marketing, printed materials, website and editorial work as well as PR and project management.

The costs for a PLATFORM contribution are based on an independently organised and implemented programme item and a separate venue. Not included is the use of a space in the Festival Headquarters, which is only possible in selected cases due to the limited space available. Should you receive a space in the Festival Headquarters, the costs of use will be agreed separately.

### INCLUDED SERVICES:

- Presentation of a content at the VIENNA DESIGN WEEK
- Presentation of a supporting programme at the VIENNA DESIGN WEEK
- 1-on-1 support and advice from the VIENNA DESIGN WEEK team of experts
- Marketing:
  - Editing of your contribution incl. proofreading and translation into English
  - Promotion of the programme item via social media, newsletter and website
  - Permanent player profile on the website ([see player profiles](#))
  - Folding map: One venue on the festival map, event entry in the daily planner
  - Provision of printed materials (poster, folding map, stickers) and a sign for placement at your location during the VIENNA DESIGN WEEK
- PR in co-operation with the agency What 1f. Communications
  - National and international press relations ([see Best Of Clippings 2025](#))
  - Publication of press material for your contribution on the VDW press page ([see press page](#))
  - Announcement of participation at the press conference (March/April) in case of timely application
- Photo impressions of your contribution by the VIENNA DESIGN WEEK photo team (no guarantee of completeness) for use in the context of the VIENNA DESIGN WEEK
- Invitation to the opening event on 25 September 2025 at the Festival Headquarters 2025

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## ADDITIONAL ADD-ONS\*

— per additional event as part of the supporting programme	
— at the same location	EUR 250
— at another location	EUR 500
— Talk (in the talk setting of the VDW Festival Headquarters)	EUR 350
— incl. streaming / recording	EUR 500
— Advertising banner in the programme (website)	EUR 2.000
— Advertising banner in the newsletter June to October	EUR 1.000
— Advertising banner in the newsletter November to May	EUR 700
— Editorial feature in the newsletter (e.g. discount code for subscribers, promo for product launch)	EUR 800

\* The costs are exclusive of VAT.

## APPLY NOW

If you are interested in taking part, please complete the [application form](#). We will review your application and respond within 15 working days with a decision and the next steps. If you have any questions or would like to discuss ideas, the VIENNA DESIGN WEEK team will of course be happy to help at any time.

The submission deadline is **30 June 2026 at 24:00 (CET). LAST CHANCE!**

## CONTACT US

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[Book a meeting with Alma](#)

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