

VIENNA DESIGN WEEK

BECOME A PART OF VIENNA DESIGN WEEK!

A City Full of Design: 27.9. – 6.10.2019

VIENNA DESIGN WEEK is **Austria's largest and most prestigious design festival**. During ten days a mix of curated and commercial events turns the whole city into a stage for a wide array of design.

We see ourselves as a festival for and by the public. Our aim is to make design accessible to a wide audience while also catering to the specialist scene we grew out of. Events, exhibitions and guided tours offer **both entry-level access and in depth reflection**, which is why we are able to activate our audiences particularly well. Also almost all activities and events on the festival's programme are free and offer an interactive approach.

Product, furniture, industrial, graphic and social design as well as architecture are all featured at VIENNA DESIGN WEEK with a guest country and a focus district in Vienna creating red threads through the festival. In addition to our curated formats like Passionswege, Debüt and Stadtarbeit our **Programme Partners and their independently organised events** are a vital part of the festival programme.



Key figures VIENNA DESIGN WEEK 2018

Visitors:	around 40,000
Events:	approx. 200 at over 50 locations
Programme partners:	56
Festival guide edition:	7,000 German, 3,000 English
Overview Map Folder edition:	20,000 bi-lingual
Press clippings:	3450 (print, online, TV and radio)
Facebook fans:	29,366 (as of January 2019)
Instagram followers:	7,469 (as of January 2019)
Newsletter subscriptions:	approx. 5,500
Website visitors (incl. mobile version):	over 130,000 (around the festival, Sep. to Nov.)

VIENNA DESIGN WEEK

Programme Partners

Our Programme Partners use VIENNA DESIGN WEEK as a platform for their independently organized events. The quality of their work has made them an integral part of the festival. These contributions can feature content from all the fields covered by VIENNA DESIGN WEEK and take on wide range of shapes and forms.

What are the benefits of becoming a Programme Partner?

In addition to the extensive network surrounding VIENNA DESIGN WEEK our Programme Partners value the close contact with the international professional audience as well as with the wider public passionate about design. The national and international media exposure as well as the inclusion into our PR efforts are another great benefit. Each year we host several international journalists and accompany the whole festival including the contributions of the Programme Partners with targeted public relations efforts.

In general the prestige of VIENNA DESIGN WEEK and its unique atmosphere create an attractive framing for companies, institutions and individuals to present themselves.

Who can become Programme Partner?

Austrian and international businesses of all sizes, museums, institutions, galleries and design studios are invited to submit concepts presenting themselves, their products and ideas. Our Programme Partners come from different backgrounds. What unites them is that they want to utilise VIENNA DESIGN WEEK as a platform to publicly present their work and make their contribution to contemporary design.

What could be your contribution?

A project idea, an experiment, an exhibition, a pop-up store, a performance, a workshop, an installation, a product presentation – we are open to all sorts of ideas! The timeframe of the contributions is flexible too: They can range from a one-off event to an exhibition taking the whole ten day of VIENNA DESIGN WEEK. Any festival thrives on a notion of “now or never”. To be successful you need to convince our audience to pick precisely your contribution from the programme book because it offers a unique experience.

We are happy to share our experiences of what has worked in past with to help you plan your contribution!

Financial framework

We ask our Programme Partners pay a fee (excl. VAT) to cover the expenses for promotion, printed materials, PR work and organisational support:

€ 1,000 – designers, architects, collectives, one person companies

€ 2,000 – universities and institutes of higher education

€ 3,000 – SME, cultural institutions

€ 5,000 – major business enterprises

These costs are based on an independently organised programme and a location supplied by the Programme Partner himself. Explicitly not included in the fee is the rent of a space in the Festival Headquarters, which due to limited availability we can only grant under curatorial consideration.

VIENNA DESIGN WEEK

How can I take part?

If you are interested in taking part, please send us an outline of your concept including images. After an agreement has been reached between the programme partner and VIENNA DESIGN WEEK, a cooperation agreement will be signed and additional information sent.

The deadline for registrations is the 11th of June 2019.

EARLY BIRD BONUS: Get 10% off the participation if you register by the 8th of March 2019.

We are happy to help you along the way to becoming a Programme Partner at VIENNA DESIGN WEEK. Don't hesitate to approach us with any questions.

Contact

Gabriel Roland
g.r@viennadesignweek.at
+43 68110752940



You're in great company!

Over the years Programme Partners of VIENNA DESIGN WEEK have included:

Architekturzentrum Wien, Artemide, Augarten Porzellan, Belvedere, Bene, Dyson, Dunbar's Number, Dorotheum, Fedrigoni, feinedinge, Formabilio, Francesco Ciccolella, Galerie Mario Mauroner, Habari, Hofmobiliendepot, Ikea, IN Residence, Interio, Kohlmaier, Kunsthalle Wien, Labvert, Laufen, Lobmeyr, Lucia Massari, MAK, Nadja Zerunian, NDU St. Pölten, Nespresso, Nous, Poltrona Frau, Qwstion, Rado, Ringstraßen Galerien, Rumänisches Kulturinstitut, Schubert und Schubert, Spirit Design, Stamm, Swarovski, Studio ES, Studio Riebenbauer, SwdZ, TU Wien, Urbanauts, Vello, Verdarium, Vitra, Volvo, Walking Chair, Wideshot, Wien Museum, Wittmann and many more

Other things that could be of interest to you

Focus District

VIENNA DESIGN WEEK does not only fill the whole of Vienna with design but also concentrates its attention on one of Vienna's districts – a different one each year. The characteristics of this Focus District put their stamp on the whole festival and we take to opportunity to put the

VIENNA DESIGN WEEK

spotlight on special locations in the district and encourage local companies to showcase their work.

Festival Headquarters

The Festival Headquarters is the heart of VIENNA DESIGN WEEK. Each year we choose an outstanding building in the Focus District and transform it into a gateway into the festival. It houses a curated selection of contributions ranging from the Guest Country exhibition and the Debut projects to a pop-up café.

Guest Country

Every year we try to offer our audience deep and detailed insights into the creative scene of another European country and so VIENNA DESIGN WEEK highlights the design scene of a guest country. Previously invited countries include: Poland, the Netherlands, Switzerland, Spain, Hungary, France, the Czech Republic and Romania.

VIENNA DESIGN WEEK 2018 in the media:

„The european epicentre of design.“

– **Domusweb.it**

„No wonder rumour was spreading this year that Vienna is displacing Berlin as central Europe’s creative hub.“

– **Veronica Simpson, studiointernational.com**

„At the end of September, design fills the Austrian capital with hundreds of events, exhibitions, discussions and places to discover.“

– **domus**

„The festival, headed by Lilli Hollein, fosters a new awareness of Design.“

– **Collectors Agenda**

