

Pressemappe Press Release

#vdw23
viennadesign
week.at

22 Sept—
1 Okt, 2023

VIENNA DESIGN WEEK

FOREWORD	3
GENERAL INFORMATION	4
FESTIVAL PROFILE	5
SUPPORTED BY	6
PARTNERS	7
CAMPAIGN	8
APP	8
RE:FORM	9
URBAN FOOD & DESIGN	10
STADTARBEIT	11
PLATFORM	12
RADO MOVING MATERIALS	13
FOKUS	14
PASSIONSWEGE	15
DESIGN EVERYDAY	15
DEBUT	16
TALKS, TOURS AND EDUCATION	16
SOCIAL MEDIA	17
FESTIVAL TEAM	18

VIENNA DESIGN WEEK

FOREWORD

Dear journalists and media representatives,
Dear friends of VIENNA DESIGN WEEK,

There is a story to tell: how design has the opportunity to shape our world, to make it sustainable as it creates meaningful relationships with products, spaces and people, how it opens up fresh perspectives on the well-known - and can bring us joy, every day.

VIENNA DESIGN WEEK has been telling this story for almost 20 years - and continuous writing it! The festival not only presents what was created, but also thinks ahead, asks questions about the future and commissions targeted impulses. The fact that we can rely on a proven network of supporters, interlocutors, employees and are able to count on a diverse audience makes us extraordinary proud. To tell complex stories and change them on the way is namely done best together. The festival itself with its proven and new formats, its changeable form and its stable core is of course also a story that wants to be told.

I would like to warmly thank everyone who is helping us reporting on VDW.

Gabriel Roland
Director of the VIENNA DESIGN WEEK

VIENNA DESIGN WEEK

GENERAL INFORMATION

SEPTEMBER 22 - OCTOBER 1

viennadesignweek.at/en/
facebook.com/VIENNADESIGNWEEK
instagram.com/VIENNADESIGNWEEK
twitter.com/VIENNADESIGN
[#viennadesignweek](#) [#vdw23](#)

PRESS CONTACT

a b c works
Ana Berlin + Team
+43 (0) 660 4753818
hello@abc-works.today
abc-works.today

PRESS INFORMATION

Texts and printable images for download:
viennadesignweek.at/press

VIENNA DESIGN WEEK

FESTIVAL PROFILE

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.

How can design contribute to both socially and ecologically sustainable solutions? How can it be critical and connect us in meaningful ways to the objects, spaces and services we need? Answers to questions like these are sought by VIENNA DESIGN WEEK on ten late summer days with a variety of events in the fields of product, graphic and industrial design, architecture and crafts, but also social design and with digital as well as experimental approaches.

VIENNA DESIGN WEEK deliberately forgoes the characteristics of trade fairs and is not a direct sales event. Rather, it is about making accessible processes that lie beneath the commercial surface, as well as reflecting on our "business as usual". Fundamental to this is the belief that conscious and visionary design, combined with a public informed about and participating in design, has the potential to produce a world that works better for everyone.

The festival moves around the city from edition to edition, changing its main venue (usually an interim use), Focus District, and Guest Country each year. Locations all over the city are part of the program. The aim of VIENNA DESIGN WEEK is to respond to the site-specific circumstances, to involve local actors and to propose relevant solutions. But it is also about networking the design scene locally and internationally.

It is particularly important for VIENNA DESIGN WEEK that exhibitions, product presentations and events take dealing with pressing issues of our time are not the only things taking place: The festival's multifaceted education program creates access for people who have not previously dealt with design, thus enabling insight and participation in this far-reaching field. The festival is aimed at everyone – from an international audience of professionals to school classes.

The formats that have grown over the 17 years of the festival's history, such as Stadtarbeit and Urban Food & Design, have established themselves as reliable components of the structure of VIENNA DESIGN WEEK. They are supported by a range of collateral events (talks, tours, openings, workshops etc.). An important addition to the festival program are also the contributions created by the numerous external partners presented under the name PLATFORM.

Almost all of the venues and program formats of VIENNA DESIGN WEEK are open to the public free of charge. The event is carried out by a non-profit association with the festival as well as annual activities being financed by a mixture of public funding, sponsorship and fees from exhibitors. This ensures independent curatorial work and reflects the key position of design between culture, society and economy.

SUPPORTERS AND GENERAL PARTNERS

ABOUT THEIR COOPERATION WITH VIENNA DESIGN WEEK IN OWN WORDS

“VIENNA DESIGN WEEK has been an integral part and kick-starter of the Viennese cultural life for 17 years now. It combines what makes Vienna attractive to guests from all over the world: art, culture, design – embedded in a dense international network. Vienna Tourism Board has been supporting VIENNA DESIGN WEEK for many years, because we are convinced that the attraction of a city is also closely linked to its creative potential. VIENNA DESIGN WEEK shows every year again that Vienna's artistic, cultural and social life never stands still and that there are many reasons to visit this city.”

– Norbert Kettner, Managing Director Vienna Tourism Board

“The future viability of a city depends to a large extent on how it deals with the existing resources. In the food sector in particular there is enormous potential for sustainable, resource-saving and circular economy answers to the challenges of our time. Designers make an important contribution here by showing potential and driving innovation.”

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

“Promoting talent in the fields of sport and design has always been an important concern of our brand. We are very proud to be a partner of VIENNA DESIGN WEEK again in 2023. With the creation of a special ultra-thin, high-tech ceramic watch, the True Square Thinline, we will be able to present a special highlight this year.”

– Adrian Bosshard, CEO RADO

“VIENNA DESIGN WEEK has set itself the task of promoting appreciation for the work of designers and bring this into society at large. The festival also stands for design with ecological and social responsibility - an approach that we at IKEA Austria deeply share. Therefore we are pleased - as in the previous year - to be General Partner of VIENNA DESIGN WEEK 2023. We are proud to support the festival as an important design inspiration and through our common understanding of democratic design.”

– Maimuna Mosser, Country Commercial Manager at IKEA Austria

VIENNA DESIGN WEEK

SUPPORTED BY

PUBLIC PRINCIPAL PARTNER



 Bundesministerium
Kunst, Kultur,
öffentlicher Dienst und Sport

PRINCIPAL PARTNER



PUBLIC PARTNER



WIEN.INFO

GENERAL PARTNER



HOTEL PARTNER



SUPPORTING PARTNER



sappi

PARTNER FESTIVAL



TICKETING PARTNER



VIENNA DESIGN WEEK

CAMPAIGN

In addition to the local and content-related highlights of VIENNA DESIGN WEEK, its graphic appearance is a strongly defining factor for every festival edition. Art Director Christof Nardin and the team of Bueronardin are responsible for the visual world in which the city, typography and two- and three-dimensional forms flow together, tone-in-tone.

"During VIENNA DESIGN WEEK, the focus will shift again: From background to the foreground. From the process, to the form, to the content. From the present to the future. From the product, to the city, to the design. In the traditionally diverse program, new intersections will appear, disciplines blur and change in time and space comes along. This year's festival graphics take this on, filling the city with the almost unbelievable: Design is in the air."

APP

With the VDW23 app, festival visitors can put together their own routes and navigate playfully through the City Full of Design: collect points, save favourites, share experiences with friends and never lose track of their personal program highlights. The VDW app has been developed by Studio Weholo in cooperation with bueronardin.

VIENNA DESIGN WEEK

FESTIVAL FORMATS

RE:FORM

New perspectives and innovative solutions through sustainable cooperation - Re:Form brings design, consulting and industry together. Common goals are ecological and socially acceptable forms of economic activity. In this new program format, which VIENNA DESIGN WEEK launches in cooperation with Ökobusiness Wien 2023 for the first time, lighthouse projects show how sustainable design, strategic thinking and leverage economic implementation can make the city fit for the future.

Re:Form enables five teams of three partners consisting of designers, consultants and companies. The projects open up a whole field of different aspects of sustainability. Approaches range from the conscious use of human labour, energy and material resources, through new types of networks, products and services to innovative ideas in the areas of communication (externally and internally), corporate culture and identity.

New perspectives, proven working methods and well thought-out strategy work together. VIENNA DESIGN WEEK and Ökobusiness Wien select the participants and provide them to come together, and accompany and support the cooperation processes, with experience but also financially. The results will be presented as part of the festival program in an exhibition in the festival headquarters. A bundled load of prototypes and ideas for the future will be presented. To do justice to Re:Form, the exhibition architecture will also be deliberately designed in a circular manner. Continued work by the teams beyond the festival period is explicitly desired.

SELECTED TEAMS:

- Boehringer Ingelheim with Alexandra Fruhstorfer and N.N.
- EVVA Sicherheitstechnologie with Eldine Heep and Bernhard Kasper (Denkstatt)
- Kelly's Chips and Snacks with N.N.
- PAWEL Packing & Logistics with Studio re:d and Stefan Pichler (Denkstatt)
- TELE Haase Steuergeräte with Superdot and Christian Angerbauer (Acecon)

VIENNA DESIGN WEEK

URBAN FOOD & DESIGN

Continuing from last year, VIENNA DESIGN WEEK and Vienna Business Agency are once again collaborating on the Urban Food & Design format. This year, the innovative power of the design and creative scene is being activated to initiate processes of change in different areas of the food industry. By announcing specific challenges related to the theme of the city as a resource, Urban Food & Design enables collaboration with selected partner companies (Arkeon, Wiener Gusto, and City Farm Augarten) to jointly develop innovative design solutions. Designers can work directly and with the potential for realization on significant challenges of urban food supply and present tangible flagship projects in the VIENNA DESIGN WEEK festival program. The developed design solutions are intended as a starting point for long-term collaboration between the creative and food industries.

THE CITY AS A RESOURCE

The city is an endless source of resources and opportunities. Knowledge (tradition or latest research), space (built or cultivated), and technology (old and new) play the key roles that can be utilized to make metropolitan regions fit for the future. Within the Urban Food & Design format, Vienna Business Agency is announcing three challenges related to the theme of the city as a resource in collaboration with VIENNA DESIGN WEEK:

PARTICIPATE

We are looking for design solutions to the following challenges:

- Aminolove by Arkeon
- Viennese Soybean by Wiener Gusto
- Growing together by City Farm Augarten

The projects selected by the jury will each receive 5,000 euros (incl. VAT) as honorarium and to support the implementation of the project at VIENNA DESIGN WEEK 2023.

The call for applications is aimed at designers and creative professionals from all disciplines. For every challenge, a jury selects a project that receives an implementation budget and is presented as part of the program of VIENNA DESIGN WEEK.

As a second important part of the Urban Food & Design format, KOMPOST studio is curating and organising a full-day symposium on "The City as a Resource" together with the Business Agency as part of the VIENNA DESIGN WEEK 2023. The Symposium presents those that emerged from the Urban Food & Design Challenges of 2023 as innovative design solutions and deepens the discourse on the topic of urban food delivery with inspirational speakers, hands-on learning and networking.

Vienna Business Agency supports the implementation of innovative food projects and creative design solutions with targeted promotional campaigns.

STADTARBEIT

The format Stadtarbeit has been an essential part of the program for many years and takes place with the support of the Erste Bank sponsoring program – Vermehrt Schönes! – and in cooperation with Caritas Vienna. The format is dedicated to the field of social design and supports the lively exchange and growing dialogue around this topic.

Stadtarbeit supports projects that use design tools to deal with social issues. This includes the analysis of urban and social spaces, the improvement of the coexistence of different social groups or the living conditions of minorities in the city. The projects take place in public spaces and should be accessible to and understandable for the public.

Concepts in cooperation with Caritas, other NGOs or associations and platforms in the respective focus district are particularly welcomed.

INTERVENTION!

SOCIAL DESIGN AS ACTIVISM

"We need to talk..." – and do something! When we can no longer accept grievances, the time for an intervention has come. Or many interventions. Since most problems are not triggered by individuals, but are the result of global interactions, misguided social developments or political processes, practices of resistance need to be just as diverse. Which means are available to individuals in order to actively intervene in the face of such complex systems?

Social design is not only able to identify problems, it can also direct public perception towards them, encourage the will for change and offer solution strategies. It can point out the invisible and highlight what is conveniently being ignored. Social design attempts to level out power imbalances and to send uncompromising messages without losing sight of complexities.

In the format Stadtarbeit, the VIENNA DESIGN WEEK, with the support of Erste Bank, is looking for social design projects that direct attention to undesirable social, institutional, ecological or economic developments. This year's edition of Stadtarbeit aims to act in order to compensate for imbalances and to initiate positive change: striking, activist and radical, if necessary.

The focus is on interventions take space in the city and on empowering local communities through participation and co-creation. By entering into a dialogue with residents of the city, creative interventions should make urgent problems a public issue and communicate them to the outside world through joint action.

VIENNA DESIGN WEEK

PLATFORM

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

The VIENNA DESIGN WEEK focuses on quality instead of quantity. In order to achieve an effective presence, we will be happy to advise you and discuss your ideas with you in detail. This is how a PLATFORM - and a festival - is created from individual program points.

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

Time, format and content of PLATFORM contributions can be freely designed: from a selective workshop to an exhibition over the entire duration of the festival. A festival lives from the character of "now-or-never": show new content, communicate your work, convince our audience to visit your contribution because it can only be experienced in this form during the festival period.

Who signed up already: Design in Gesellschaft, designaustria, Green Future Club, Kohlmaier, Laufen, Lobmeyr, MAK - Museum für angewandte Kunst, Möbelmuseum Wien, Polnisches Institut Wien, Schloss Hollenegg for Design – Alice Liechtenstein, Slowenisches Kulturinformationszentrum SKICA, Sky-Frame, TREWIT, Vöslauer

VIENNA DESIGN WEEK

RADO MOVING MATERIALS

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 one and dynamic player on the international design scene and particularly proud of his collaborations with international designers.

As a long-standing partner of VIENNA DESIGN WEEK, Rado is once again making a contribution to the festival program this year.

What connects Rado and the VIENNA DESIGN WEEK since the beginning of their partnership is encouraging emerging design talent. This year, six motion designers will receive the opportunity as part of the "Rado Moving Materials" competition, to create their own piece for the video wall in Vienna's Rado Boutique (Kärntner Strasse 18). Their installations are presented to a broad audience.

From March to August, a new animation will be shown one weekend a month. As part of the program of VIENNA DESIGN WEEK 2023, all animations from this period will be shown again. The most liked piece of animation art will be awarded with the RADO Moving Material-Prize.

Among other things, the public can win a special edition of the watch, which is limited to 20 pieces, that Rado presents on the occasion of VIENNA DESIGN WEEK 2023.

RADO MOVING MATERIALS TERMINE

24. - 26.3.: NO WORRIES JUST SHAPES

28. - 30.4.: Milica Balubdžić und Stefan Juster

26. - 28.5.: Sarah Kreuz

30.6. - 2.7.: Theresa Hattinger

28. - 30.7.: Andreas Palfinger

1. - 3.9.: Boicut

VIENNA DESIGN WEEK

FOKUS: THE SERIES

Design is the process of creating industrially produced objects. However, not only that! Many designers do not necessarily strive to scale their ideas in their work, but instead focus on a limited number of pieces or even a single object. Using design tools, as well as those of craftsmanship or art, they seek the extraordinary, the poetic, impressions that go beyond typical product cycles. To provide a platform for this concentration on outstanding objects, the VIENNA DESIGN WEEK launches the group exhibition format FOKUS. From international as well as local submissions on an annually changing theme, a guest curator selects contributions that are then presented together at the festival center. An important element is a specially commissioned spatial staging of the exhibition objects, which brings them together and lets them have an impact.

In 2023, London-based curator Laura Houseley is responsible for FOKUS. She has set the theme as "The Series." An edition of objects that repeat in form and material, but each is subtly individualized by a small feature. This is the series, the production method that increasingly shapes the market for collectible design.

„The Series“ represents the versatile small-scale production of designers in their studios. Through it, they can express themselves independently, with materials and methods sought and invented to lead to diversity and originality. The limited and imperfect nature of production is reinforced rather than hidden. And series also have a commercial quality: more sellable objects, increased income from design work, and time invested in production and advertising. At the same time, series appeal to the nature of the market for collectible items: they arouse desire, create scarcity, and nourish viral campaigns and emerging careers.

In the second edition of FOKUS, the series is explored as a contemporary design phenomenon. It asks how the most inventive, imaginative, and expressive methods of industrial serial production can be translated into small scale and how the desirability of multiples can be celebrated. Vienna has always been a crossroads between craftsmanship and commerce. Here, artisanal production has evolved into sustainable innovation, making it an ideal place to explore this contemporary form of production in multiples.

VIENNA DESIGN WEEK

PASSIONSWEGE

Since its inception, the VIENNA DESIGN WEEK has been bringing together international and Austrian designers with Viennese crafts businesses as part of the Passionswege. These curated dialogues take place outside the commercial pressures of typical working relationships. Crafts persons and designers work together to find the passion in their work. They experiment, exchange knowledge, and create an installation in the workshop that is an expression of the collaborative process.

The Passionswege not only provide a space for the participants and make an exceptional project possible but also invite the audience of the VIENNA DESIGN WEEK to discover Viennese traditional businesses and contribute to keeping craftsmanship in the city alive beyond just preserving it in museums.

Co/rizom operates in a similar vein: the initiative supports craftsmen and women in exploring new markets through the targeted use of design and has designed not only a sales platform but also an online tool for product development. While the Passionswege remain a free format without commercial orientation, cooperation with Co/rizom enables project partners to continue their collaboration within the development and distribution framework of the platform. This supplements the Passionswege's conceptual and communicative benefits with concrete economic potentials.

In 2023, Alina Serban, co-founder of Co/rizom, will curate the Passionswege together with Gabriel Roland, the director of VIENNA DESIGN WEEK.

DESIGN EVERYDAY

The Design Everyday format will focus on the design of everyday objects for the seventh time in 2023. The central element is the exhibition "Design for Use," which showcases outstandingly designed objects from the Austrian design scene, including seating furniture, bicycles, and packaging solutions. Innovative, sustainably designed products can fully realize their potential for change, especially in the design of things that we use daily and extensively. The exhibition showcases current example projects and their stories, demonstrating how collaboration between designers and manufacturing companies can work. Design Everyday is conceived, curated, and designed by Vandasye (Georg Schnitzer and Peter Umgeher) in cooperation with the VIENNA DESIGN WEEK and supported by the Vienna Business Agency, Creativity & Business.

VIENNA DESIGN WEEK

DEBUT

The format Debut promises something new, brings the unknown to light, and takes a look at the next generation: With the Debut format, the VIENNA DESIGN WEEK focuses on a selection of outstanding educational institutions from Austria and abroad. Beyond marketing messages, Debut is about the fundamental orientation of design education, the goals it sets for itself, and the talents it produces. The format is both an international networking platform and an independent testing ground for emerging design. This year, the VIENNA DESIGN WEEK has invited the Industrial Design program at FH Joanneum Graz, led by Thomas Feichtner, as a Debut partner.

TALKS, TOURS & EDUCATION

Festivals are places of experience and discovery. They create informal spaces and safer environments for exchange and understanding. In this sense, the diverse educational program of the VIENNA DESIGN WEEK takes visitors of all ages by the hand and offers opportunities for experiencing, exploring, and discussing design in a guided setting. From a classic tour of the festival center to an insider's tour of hidden places - the program offers dozens of suitable opportunities for shared experiences that later have a lasting impact on everyday life as vivid memories. Special focus is placed on the program for schools and children, which introduces young people to the concept of design. And once again, the team behind VIENNA DESIGN WEEK will offer glimpses behind the scenes of the festival. In short, the educational program of VIENNA DESIGN WEEK brings design exactly where it is most urgently needed - to the people.

Specifically for school classes: The festival's school tours demonstrate how design influences the everyday lives of young people. Together with the educational team, in groups or individually.

VIENNA DESIGN WEEK

SOCIAL MEDIA

A comprehensive and consistent social media presence is a key component of VIENNA DESIGN WEEK's communication strategy. The focus is on year-round engagement with followers, which is achieved through various social media platforms such as Facebook, Instagram, LinkedIn, and Twitter, as well as YouTube for VIENNA DESIGN WEEK video content. The complete recording of the press conference will also be available on YouTube.

INSTAGRAM

Number of followers: 16,093

Average reach per post: 9,016

FACEBOOK

Number of followers: 30,990

Average reach per post: 4,039

LINKEDIN

Number of followers: 796

Impressions of posts in the last 30 days: 1,706

TWITTER

Number of followers: 2,617

Impressions of posts in the last 28 days: 201

YOUTUBE

Number of followers: 52

Views since 17.02.2020: 6,535

VIENNA DESIGN WEEK

FESTIVALTEAM

DIRECTOR

Gabriel Roland

PUBLIC FUNDING, PROJECT & OFFICE MANAGEMENT, PASSIONSWEGE, RE:FORM

Marina Weitgasser

FESTIVAL HEADQUARTERS, URBAN FOOD & DESIGN, DESIGN EVERYDAY, SPONSORING

Alexandra Brückner

PLATFORM, FOKUS, PRINTED MATTER, DEBUT, EDUCATION, NEWSLETTER, SPONSORING

Laura Winkler

STADTARBEIT

Viktoria Hauser

SOCIAL MEDIA

Marlene Zlabinger

HEAD OF PR AND COMMUNICATION

Ana Berlin, www.abc-works.today

TEAM PR

Stella Wendtlandt, Hanna Facchinelli, Stefan Feinig

ART DIRECTION

Christof Nardin / Bueronardin, www.bueronardin.com

GRAPHIC DESIGN

Pascal Magino, Michael Mayr / Bueronardin, www.bueronardin.com

GUIDANCE SYSTEM

Robert Rűf, robertruef.com

EDITORIAL OFFICE

Matthias Heschl, studio1f.at

PHOTO DOCUMENTATION

Inés Bacher, inesbacher.com

TEAM PHOTOS & PORTRAITS

Apollonia T. Bitzan, apolloniabitzan.com

EXECUTIVE BOARD

Gabriel Roland, Thomas Geisler, Doris Rothauer

AUDIT

Magdalena Hiller, Eva-Maria Titz