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VIENNA DESIGN WEEK

WEEK VIENNA DESIGN

Press release —→ #vdw

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Dear Media Representatives and Friends of VIENNA DESIGN WEEK,

in its fifteenth year, after the founding partners had plotted the plan for a VIENNA DESIGN WEEK at Tulga Beyerle's kitchen table and also quickly implemented it, it is also time for me, as the last of the founding team (Tulga Beyerle, Thomas Geisler, Lilli Hollein), to experience the festival from now on as a visitor.

It has been many years in which I have put my heart and soul, full of energy and conviction, into making Vienna visible on the international design map. My daughter is only slightly younger than the festival and now I can practice letting go. Convinced that the great team of VIENNA DESIGN WEEK under the leadership of Gabriel will do it new and different and right, I trust in a further development of thoughts, experimental approaches, but also in a consistent attitude that unites us now and in the future.

In my role as the future General Director of the MAK, I will, like my predecessors, cooperate with VIENNA DESIGN WEEK with the greatest pleasure and watch it develop with great pride. Each of the 14 years so far has been exciting, different and marked by interesting encounters, insights and moments, and I have enjoyed each of them. I wish VIENNA DESIGN WEEK team just as fulfilling a time and look forward, as I hope you do, to an autumn in Brigittenau!

Lilli Hollein

**VIENNA
DESIGN
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Dear Ladies and Gentlemen,
Dear Ladies and Gentlemen of the Press,
Dear Friends of VIENNA DESIGN WEEK,

times of change are always times of design. Both in everyday life and in exceptional situations, the tools of design prove their effectiveness day after day when it comes to triggering and accompanying processes of change. It is not necessarily about finding the path with least resistance from state A to a comfortable state A'. Design has the potential to ask fundamental questions with applied and poetic solutions, to be radical without losing sight of the human being and to be practical without giving up visions.

That is why we are organizing another VIENNA DESIGN WEEK this year. In view of the unchanged urgency of global as well as local challenges, the festival should continue to be a showcase of achievements, a field of experimentation and a forum for discussion. On a large and small scale, in the world and the city, using global contexts and neighborhood issues, we want to show how the work of designers can have a positive impact on our world - ranging from sustainable economies to equal coexistence to a pleasurable relationship with the objects we surround ourselves with.

The platform of the festival gives us the opportunity to represent a comprehensive range of positions and perspectives. Crucial for us are the commissioning of trend-setting projects, international networking and the low-threshold involvement of people who might not otherwise see themselves as part of the design discourse. As usual, VIENNA DESIGN WEEK takes place with free admission and, year after year, deliberately goes to places far away from the supposed design epicenters. A special focus on new forms of mediation lends particular emphasis to our conviction that design is not a luxury, but should be there for everyone.

However, it is not only the world around VIENNA DESIGN WEEK that is changing, but also the festival itself: After 15 years in which it has grown from an enterprising idea to an internationally renowned event, a handover is taking place at the helm of VIENNA DESIGN WEEK. While a bit of the festival spirit is now taking hold in the venerable halls of the MAK, VIENNA DESIGN WEEK has the chance to find a new mix of proven formats and new approaches in the coming years. The first surprises, not all of which will be revealed on the following pages, can already be looked forward to this fall.

First and foremost, I would like to thank Lilli Hollein. Her tireless work has laid the foundation for the success of the festival and created a far-reaching network. Lilli's warm manner, her strategic thinking and her inventiveness have left a deep impression on me and will also accompany VIENNA DESIGN WEEK in the long term. The realization of such a complex event is of course only possible through the dedicated efforts of VIENNA DESIGN WEEK team and our external staff. Special thanks also go to our sponsors, without whom there would be no festival at all. Their names and a first outline of the fruits of their efforts and support can be found below.

I look forward, in addition to your coverage of the festival edition ahead, to the many encounters, conversations and experiences that this year still has in store.

Gabriel Roland, Director of VIENNA DESIGN WEEK

**VIENNA
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WEEK**

Festival: September 24 - October 3, 2021

Festival Headquarters at Sachsenplatz
Sachsenplatz 4-6, 1200 Vienna

VIENNA DESIGN WEEK online

viennadesignweek.at

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**VIENNA
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VIENNA DESIGN WEEK 2021

VIENNA DESIGN WEEK is Austria's largest curated design festival and has been taking place in Vienna since 2007. 2019 it welcomed over 40,000 visitors to around 200 events per year. In 2021 VIENNA DESIGN WEEK will take place from 24th of September to the 3th of October. We will adapt some things due to the circumstances of the consequences of Covid-19, the basic orientation and fields remain. The successful hosting of the 2020 festival edition - without infection happening! - also provides a valuable wealth of experience and sets a solid foundation of trust.

During ten days each Autumn VIENNA DESIGN WEEK proves that Vienna is a „City Full of Design“. Overlooked corners of the city turn into stages for design, both critical and playful approaches, entry-level communication and professional discourse explore new perspectives on the objects around us and design as well as manufacturing processes are revealed often in experimental ways specific to their location. Creation and production processes are often revealed experimentally and directly on site. This year, VIENNA DESIGN WEEK is placing its special focus on Vienna's 20th district, Brigittenau. This year's festival headquarters is located there as the gateway to VIENNA DESIGN WEEK.

The focus of VIENNA DESIGN WEEK is on the diverse creative output that makes up the qualities of the local design scene: product, furniture and industrial design, architecture, graphic and social design, as well as experimental and digital approaches. The festival works specifically to network local potential internationally, which is also reflected in the program.

The formats that have grown in the 15 years of the festival's history, such as Stadtarbeit and Urban Food & Design, have established themselves as fixed components of the structure of VIENNA DESIGN WEEK. A crucial addition to the festival program are the contributions created by the numerous program partners. VIENNA DESIGN WEEK team, which is made up of dedicated employees with different fields of knowledge and diverse approaches to design, conceives, curates and implements the festival under the direction of Gabriel Roland. In addition, the work at VIENNA DESIGN WEEK relies on a strong network of people involved.

The goal is to make design, innovations, concepts and design processes behind the products and systems that surround us accessible to a broad audience as well as to the local population and visitors to Vienna, while at the same time addressing an international audience of experts. Nearly all program points of the festival are also accessible free of charge. VIENNA DESIGN WEEK deliberately has no trade fair character and is not a direct sales event. Rather, the aim is to make accessible the processes and discourses that lie beneath the commercial surface, as well as to reflect on our "business as usual".

VIENNA DESIGN WEEK

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PRINCIPAL PARTNERS



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LOCATION PARTNERS

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TICKETING PARTNER



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FOCUS DISTRICT

Every autumn, visitors to VIENNA DESIGN WEEK can discover a diverse program throughout Vienna - but this year, the focus is once again on one of Vienna's districts. For the 2021 edition of the festival, it's off to the 20th district, the beautiful Brigittenau.

Embedded between riverside promenades, old flak towers and Schemerlbrücke, between Nussberg and Donauinsel, Vienna's 20th district unfolds. Brigittenau lives, pulsates and benefits from its lively squares and parks, its colorful architecture, the wide range of cultural offerings and its international cuisine, but above all from its diverse residents. It has long since ceased to be an insider's tip for affordable housing - Brigittenau speaks for itself and does so in many languages.

In addition to the prominent Hannovermarkt and the historic area of the Nordwestbahnhof, the district still hides some unknown corners. This year, VIENNA DESIGN WEEK is once again particularly interested in showing new, interesting places, as well as rethinking and rethinking vacant spaces. All eyes on Brigitte, now!

FESTIVAL HEADQUARTERS

The festival headquarters, one of the centerpieces of VIENNA DESIGN WEEK, will be located at Sachsenplatz for ten days. As this year's location partner, REALITA GmbH, together with BETHA ZWERENZ & KRAUSE GmbH, will exclusively open the doors to the airy commercial halls of a property on this lively square in the 20th district to VIENNA DESIGN WEEK.

Sachsenplatz is located in the immediate neighbourhood of Wallensteinstrasse in the middle of Brigittenau. Its name goes back to the participation of Saxon troops in the Battle of Königgrätz. Much more peaceful is its current use as a green Grätzl center with a playground.

On one long side of Sachsenplatz, the festival has access to around 600 square meters of barrier-free, former factory rooms with skylights, as well as office space that can be reached via an inner courtyard. A place where curatorial requirements, the festival guidance system, the needs of the exhibitors and the visitor experience meet ideally.

On the same site there was originally a hall, the use of which was for truck construction (submitted in 1939 by Fross-Büssing). The side yard wing dates from around 1870 and was extended around 1900. In 1982, adaptations of the hall followed for the new use by Springer Verlag as a warehouse. Springer Verlag used the side courtyard wing and the hall, as well as the street-side office building built in 1990, until 2014. After adaptations by the owner, the side courtyard wing and the hall area were most recently used as a "Spacelab location", a project carried out by the WUK which supports young people in training and entering the labor market.

As in previous years, many core program items of VIENNA DESIGN WEEK will find their place at the festival headquarters. There will also be lectures, talks and panels as well as a pop-up café on site. The staging created by Robert Rűf and Bueronardin especially for the premises will provide the framework for this in the usual way.

VIENNA DESIGN WEEK

CAMPAIGN

Like VIENNA DESIGN WEEK, the Bueronardin draws strength from the past (Kirtag, Colosseum, Universum), creates a picture of the present (Millennium) and uses it to develop visions for the future (Sachsenplatz).

In this year's festival graphics, Bueronardin reflects the district's coat of arms, communicates local incidents with words, wit and bowler hats, and takes its formal cues from Hanover Market, between the bridges, and throws blue, green and pink into the race for 2021.

GUIDANCE SYSTEM

As every year, the design of the headquarters is based on this year's festival graphics, which are implemented in the space by Robert Rűf. The treadmills thus become directional signaling elements, formal characteristics three-dimensional orientation and dwelling objects. Although these refer to the extraordinary proportions of the existing rooms at Sachsenplatz 4-6 and also play with them, the radiant and in part actually luminous colors make it clear time and again that our visitors are still in the right place.

APP

Let's get digital! In 2020, the festival could be viewed on the smartphone display for the first time via an app. In 2021, this offer will be expanded and extended. The weekly program will accompany you on every walk through the city and pop up little hints at all the important design hotspots. Programmed by Studio Weholo, the augmented reality app turns Vienna into a digital map of design. In this way, corners in the City full of Design that might otherwise have been overlooked become the setting for design.

The app enables playful and light-footed engagement with the lively (local) design sector. Users search for set pieces of Bueronardin's festival graphics hidden in the urban space and receive further information on the multifaceted content of the ten-day festival. In addition, users can share their visit to the festival with friends and take part in competitions.

VIENNA DESIGN WEEK

PROGRAM PARTNERS

Alongside these curated formats, our Program Partners also make a major contribution to the diversity of the festival. Austrian and international companies, museums, institutions, galleries, and design offices are invited to temporarily exhibit during the ten-day festival, to make a contribution to the local design scene, and, at the same time, to benefit from the comprehensive network and intense media presence of VIENNA DESIGN WEEK. These contributions from our Program Partners present design to the festival visitors from the broadest imaginable range of perspectives. And, in doing so, they also reflect the creative potential of business. The festival brings together cultural institutions in a way that enables visitors to experience the strong international network of Austria's cultural scene.

STADTARBEIT

Stadtarbeit is an open format that was developed as part of VIENNA DESIGN WEEK and offers everyone the opportunity, via an open call, to participate in the festival with a project in the area of social design. Every year up to five concepts, which are notable for the high quality with which they address societal and social issues, are selected by an expert jury and realized during the festival.

The Stadtarbeit format is supported by the MehrWERT sponsoring program of Erste Bank. In addition, the Erste Bank *MehrWERT* Design Prize has been awarded annually since 2015 by a jury to a selected winning project in the Stadtarbeit format. This year, not one but three *MehrWERT* Design Prizes will be presented.

„This year, the Stadtarbeit focuses on the topic of "Resilient Neighborhoods". Just last year it became clear that design has to be part of social solutions and that social design can show concrete options for action, how networking can bring together different actors in the social space and how this can enable resilience in the Grätzl. We are very much looking forward to the Stadtarbeit Projekte 2021!“

– Hanna Facchinelli, Project management Stadtarbeit

The three winning projects from 2021:

- Artisans of Public Psyche (Maximilian Scheidl)
- missing-link – a set piece of the light rail (Marlene Lübke-Ahrens & Wolfgang Novotny)
- im20.wien (IDRV – Institute of Design Research Vienna)

The Artisans of Public Psyche

Max Scheidl

Max Scheidl's *Artisans of Public Psyche* are interventions in public spaces that offer psychological preventative exercises, raise awareness about mental health, and gather personal experiences and stories to create a sense of community.

With the help of interactive communication tools, the designer questions technological developments in the described fields and encourages people to talk about the pleasant as well as the difficult experiences in life. In this way, the project fills the gap between professional help and no help at all. Max Scheidl's goal is to integrate psychology into our everyday lives and to stand up against the stigmatization of the topic - something that has become especially urgent during the pandemic.

VIENNA DESIGN WEEK

"Psychology is an ungraspable topic for many, even though it affects us all. Especially here, design can take on an interesting communicative role which has already surprised myself..."

– Max Scheidl, The Artisans of Public Psyche

missing-link – a set piece of the light rail

Marlene Lübke-Ahrens & Wolfgang Novotny

The project is an urbanistic-architectural intervention that deals with a given infrastructural situation between the 19th and 20th districts of Vienna and temporarily extends it.

A missing-link between the Franz Ippisch footbridge and the track bed of the disused light rail of the former Gürtellinie is what the title of the project refers to. Here, only ten steps are missing to overcome the difference in height between the footbridge and the rail tracks. The project proposes to establish this connection for the duration of the festival and to use and occupy the empty space on the Stadtbahnbögen. It will be investigated how this place can serve to strengthen the local community or be used by residents or passers-by and thereby help the connection between the 19th and 20th districts.

„In the form of events such as cinema evenings with projections onto the nearby firewall, lectures, readings, concerts or workshops, a temporary space is to be created and a possible continuation of the disused light rail arches is to be speculated upon.“

– Team, missing-link – a set piece of the light rail

im20.wien

IDRV – Institute of Design Research Vienna

Ronja Ullrich, Beatrix Unger & Dr. Harald Gründl

With the project im20.wien, the IDRV investigates how societies organize and form themselves in physical and digital spaces.

"Google Docs" have become the central tool for shared knowledge in social movements such as the "Black Lives Matter" protests. With this low-threshold technology, the knowledge of many can be collected in a short time and made accessible to all. Through the cooperation with already established multipliers and a presence of the project in the urban space, it will be made visible during the VIENNA DESIGN WEEK, which at the same time will be the prelude to a sustainable knowledge pool of the 20th district.

„With our project "im20.wien" we want to make the local residents active shapers of their community. "im20.wien" is also the URL that redirects to a Google Doc. As in the "Black Lives Matter" movement, we use the shared document as a low-threshold and transformative but also critically discussable technology. In this way, knowledge about local institutions as well as new ideas about socially, ecologically, and economically sustainable coexistence become effective beyond the VIENNA DESIGN WEEK.“

– Team, im20.wien

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GUEST COUNTRY EU

The „Guest Country" format has been a fixed component for many years. In pandemic and hopefully soon post-pandemic times, we are expanding this concept. In 2021, with the support of the Federal Chancellery, the EU will be the focus of festival attention as part of the Conference on the Future of Europe.

For the European project is a design task. Many of the challenges facing the EU can be viewed and worked on from a design perspective. Topics such as sustainability, digitalisation, the creation of inclusive identities, the promotion of interdisciplinary as well as cross-border cooperation and the establishment of participatory processes are not only core tasks of the EU, but also fields of activity for many designers*.

It is therefore obvious that this time the VIENNA DESIGN WEEK will not be hosting just one country and its design scene, but an entire multinational cooperation project. The guest country EU poses two core questions: What does the EU do for the creative industries? And what can the creative industries do for the EU?

In order to get closer to the challenges and opportunities of European cooperation, the design scene and festival audience are invited to the "EU village square" designed by auf'strich and studiotut. Complex contexts around the topic of the EU will be concretely bundled here, prepared and can be discussed together. An extensive framework and mediation program as well as networking events for the expert audience will accompany the information offer.

"Europe is always created in the discourse of people from the most diverse backgrounds and cultures. An examination of this discourse is more important today than ever before. Especially now, when the population of the EU is called upon to contribute their ideas for the future shaping of our coexistence within the framework of the Conference on the Future of Europe. I am pleased that the VIENNA DESIGN WEEK is making a contribution to this." - Karoline Edtstadler, Federal Minister for the EU and the Constitution

DESIGN EVERYDAY

The exhibition DESIGN EVERYDAY - DESIGN FÜR DEN GEBRAUCH 2021 shows for the fifth time outstandingly designed everyday objects from the Austrian design scene. Whether it's seating furniture, tableware or a lamp - it's precisely the objects that we use daily and extensively that deserve special attention from innovative, sustainably-minded product designers and will receive it again this year at an exhibition at our festival headquarters on Sachsenplatz. The DESIGN EVERYDAY format is conceived and curated by the Viennese design studio Vandasye (Georg Schnitzer and Peter Umgeher) in cooperation with VIENNA DESIGN WEEK and sponsored by KAT - Kreativwirtschaft Austria.

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URBAN FOOD & DESIGN

For the fourth time in a row, the Wirtschaftsagentur Wien and VIENNA DESIGN WEEK are working closely together to create the Urban Food & Design format. As an extension of the Wirtschaftsagentur Wien's key theme "Let's talk Lebensmittel" (Let's talk Food), the creative and innovative potential of the food industry is brought to the table.

This year, food sources, consumption patterns and forms of presentation as well as social contexts in the field of food will be examined in an exhibition specially curated by Katharina Dankl. Based on the themes of the past three years of the Urban Food & Design Challenges, design positions around the topic of food will be discussed and made tangible at the festival headquarters of VIENNA DESIGN WEEK.

In addition to the exhibition, the studio mobil / think tank station will stop in the focus district of Brigittenau on three days of the festival: In the course of the Creative Challenge "EAT LOVE" of the Vienna Business Agency in cooperation with the MAK, a jury selected five projects on ecological and socially sustainable solutions around the topics of food and eating spaces of tomorrow. The winners' projects can be experienced during the Vienna Biennale and VIENNA DESIGN WEEK.

"We've been looking at the future of food for some time now and, together with the city's creative people, we're always coming up with new ideas. One of them, for example, is caviar made from algae harvested from the mowing boat on the Old Danube. And this year we are also taking these ideas out into the city. Namely with the refueling station of studio mobil. Look forward to pleasurable inspirations."
– Gerhard Hirczi, Managing Director of the Wirtschaftsagentur Wien

TALKS, TOURS AND EDUCATION

Talking about and experiencing design are constant aims of VIENNA DESIGN WEEK. In this regard, the education and discourse program is one of the main pillars of the festival. It accompanies and contextualizes all other events, but sometimes also sets completely independent impulses. The focus is on two central goals: the creation of a forum for exchange within the design scene, as well as opening up the discussion of design to people who would not consider themselves to be part of the core layers of the design world. An approach to a better understanding of design festivals and their concept of design brings, for example, the presentation of the work of Rosa Rogina, who observed the 2020 festival as "curator in residence."

In addition to the discussion events that frame the rest of the festival program and emerge with the thematic settings, there will be, as usual, a wide range of tours that open up the festival headquarters, the architecture of the focus district (conducted in the tried and tested manner by Marion Kuzmany), specific themes or unorthodox perspectives. The extremely successful format of the Beistours will be continued and VIENNA DESIGN WEEK team will again be involved in the educational program. There is also a special focus on work with young people and children, as well as in the offer for school classes. The mediation is supervised by Helena Schmidt and Sophie Lingg.

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