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VIENNA DESIGN WEEK

A City Full of Design

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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, and how it opens up fresh perspectives on the well-known - and ultimately, can bring us joy, every day.

VIENNA DESIGN WEEK has been telling this story for almost 20 years - and continues to write it! The festival not only presents what has been 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, and employees and simultaneously, are able to count on a diverse audience makes us extraordinarily proud. To tell complex stories and change them on the way is known to be 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 report on VDW.

Gabriel Roland
Director of the VIENNA DESIGN WEEK

VIENNA DESIGN WEEK

GENERAL INFORMATION

SEPTEMBER 22 - OCTOBER 1

VIENNA DESIGN WEEK ON THE WEB

viennadesignweek.at/en/
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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.

It is particularly important for VIENNA DESIGN WEEK that exhibitions, product presentations and events 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 is 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.

VIENNA DESIGN WEEK

SUPPORTERS AND GENERAL PARTNERS

ABOUT THEIR COOPERATION WITH VIENNA DESIGN WEEK IN THEIR 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-Ginthöir, 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, IKEA Austria

VIENNA DESIGN WEEK

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VIENNA DESIGN WEEK

FOCUS DISTRICT LEOPOLDSTADT

The history of Leopoldstadt is long and varied: The area was originally an island, which was embraced by two arms of the Danube and largely inhabited by fisherfolk. In the 19th century, the population rose rapidly and the district to the east of the center of Vienna became a densely populated working-class area. Today, the 2nd district is diverse, dynamic, and multicultural. It is cherished for its colorful mix of historical and modern architecture. The Wiener Prater is a huge public green space that is also a world-famous tourist attraction due to its amusement park, the historical Wurstelprater, and its iconic Giant Ferris Wheel. 150 years ago, it was home to the Vienna World's Fair (1873). Leopoldstadt was and remains historically significant due to Jewish Vienna: Despite the extensive destruction by the Nazis, the district still contains a large number of synagogues as well as Jewish shops and restaurants. Many other communities have also established themselves here, between the green oases and the industrial zone, the stadium and the exhibition center, the Danube and the Danube Canal, gentrified neighborhoods and areas of new housing – and now the VIENNA DESIGN WEEK, which was already a guest in Leopoldstadt more than a decade ago, has also found a home here. This year, the Festival Headquarters are located on the edge of the Wiener Prater. For ten days, the VIENNA DESIGN WEEK will radiate far and wide from this temporarily-used hotel and once again transform Vienna into the City Full of Design!

FESTIVAL HEADQUARTERS IN THE PRATER

In the words of the popular song, "I go every day to the Prater! And I go every day ..." to the VIENNA DESIGN WEEK. For many, the promise of the festival begins with a visit to its headquarters. So it is not without reason that the annually changing venue is regarded as the geographical centerpiece of the VIENNA DESIGN WEEK, as the meeting point for all visitors, as a gateway to the world of design. This year, the Festival Headquarters are located for the first time in a former hotel. An infopoint, pop-up café, and space for a colorful kaleidoscope of contributions and program items – these and much more will be found when the VIENNA DESIGN WEEK throws open the doors of the temporarily-used object on the edge of the historic and (not just by Krixi, Kraxi und die Kroxn, who performed the above-mentioned song) much serenaded Wurstelprater. What could be better than to say it in the words of the showmen and showwomen of the Prater and the festival exhibitors? Roll up, roll up! Entrance is free!

The doors to the Festival Headquarters have been generously opened by Caritas in the Archdiocese of Vienna with the help of Kreative Räume Wien.

VIENNA DESIGN WEEK

Festival Headquarters in the Prater
2., Laufberggasse 12

Opening times

22.9.–1.10., daily 11am–8pm

Cocktail: Sat 23.9., 5pm–10pm

Finissage: Sun 1.10., 5pm–8pm

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. This year's festival graphics take this on, filling the city with the almost unbelievable: Design is in the air."

- Christof Nardin, Art Director, Bueronardin

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! OekoBusiness Wien, the environmental service package of the City of Vienna, and the VIENNA DESIGN WEEK have launched the new format Re:Form. The project unites design, management consulting, and industrial companies to find ecologically and socially acceptable forms of doing business. Re:Form commissions 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 has facilitated the cooperation of five teams made up of companies, designers, and in part consultants. The result of their work – a pool of prototypes and ideas for the future that can be seen in the Festival Headquarters in the Prater – 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. In order to reflect the orientation of Re:Form, the Vienna designer Stephanie Kneissl knowingly designed the exhibition architecture in line with the principles of the circular economy. There is an explicit desire that the work of the teams should continue beyond the duration of the project.

The teams were selected and put together, advised, and financially supported by the VIENNA DESIGN WEEK, in cooperation with OekoBusiness Wien.

THE CELEBRATION OF WATER

Boehringer Ingelheim / Alexandra Fruhstorfer / Verena Riedler

Resources that still seem to be automatically available to us today could already be luxury goods by tomorrow. In Austria, we are blessed by an abundance of water – we even flush drinking water down the toilet. But Europe won't be spared from the increasing shortage of water, and there are parts of France where watering the garden is already illegal. As part of the format Re:Form, the VIENNA DESIGN WEEK and OekoBusiness Wien brought together the pharmaceutical company Boehringer Ingelheim, represented by Senior Manager Sustainability Natalie Egretreau, the business consultant Verena Riedler, and the designer Alexandra Fruhstorfer, with the aim of investigating new ways of showing our true appreciation for the resource water. The result – THE CELEBRATION OF WATER – aims to offer the workforce of Boehringer Ingelheim an entertaining context for jointly investigating options and opportunities for using water more carefully. A summer party thus becomes a testing ground for the integration of the principles of ecological design into future product development processes. Visitors to the VIENNA DESIGN WEEK can enjoy an insight into the planning of the 2024 event and, hence, into some of the ideas that entered the pipeline as a result.

VIENNA DESIGN WEEK

COMMUNICATION ISLANDS

EVVA / Eldine Heep / Andrea Trumler-Berneck

Communication is key! The aim of this project was to promote social sustainability by improving the various levels of internal communication of EVVA, the Vienna manufacturer of locking systems. An employee workshop organized by the management consultants denkstatt analyzed current places of exchange. On the basis of the information gathered during the workshop, the designer and architect Eldine Heep then developed communication islands in various locations throughout the company premises. The aim of these interventions is to create more private space and natural surroundings within the company, in order to simplify direct communication and informal exchange and, on top of this, to strengthen the employees' identification with their workplace. The project was accompanied by Andrea Trumler-Berneck, a business consultant from denkstatt, and supported at EVVA by Martin Van Berkum, Division Manager Production Engineering and Production Mechanics.

KELLY SNACKS ELEMENTS

Kelly / Studio Barbara Gollackner

The objective: to translate the appreciation of the company's employees into a modular furniture system for eating, communicating, and resting, while also enhancing the atmosphere, comfort, and functionality of Kelly's spatially appealing dining room. As part of the series of interventions Re:Form, the designer Barbara Gollackner, and Kelly, represented by its Corporate Social Responsibility Coordinator Daniela Prückler, developed a spatial system that not only meets functional requirements but also expresses some of the company's key focuses – from regionality to sustainability. The results of the entire process can now be seen in the Festival Headquarters in the Prater.

FREE TO REUSE – REUSING EXPORT PACKAGING

PAWEL smart packing & logistics / studio re.d / Stefan Pichler

The company PAWEL smart packing & logistics develops and manufactures bespoke packaging solutions for the export market. These are generally made of wood or corrugated cardboard. Their dimensions depend upon the mode of transport and the weight (up to 50 tons) of the goods that are to be sent. While reusable solutions are already employed for deliveries in Europe (one of these received the Austrian State Prize in 2022), single-use packaging is still mostly used for overseas shipments. Although these are sometimes made from valuable, recyclable raw materials such as sawn timber, ply-wood, or OSB panels, they are often used once and thrown away. In order to give this product a second life, studio re.d (Kerstin Pflieger and Peter Paulhart) in cooperation with PAWEL, represented by the Managing Director Michael Pawel himself, developed a concept for reusing the packaging in the form of self-build items of furniture: The assembly instructions and plans for cutting the individual elements are now prominently printed on the outside of the large-format crates: 'post-unpacking' is now 'pre-assembly' – waste packaging becomes design, and a valuable new product is created! The project was accompanied by Stefan Pichler, sustainability consultant at denkstatt.

VIENNA DESIGN WEEK

HIDDEN CHAMPION

Tele Haase / Superdot.studio

Tele Haase develops and produces automation components in Vienna. With the Factory Hub, it creates a hub for start-ups and established industrial companies to jointly achieve sustainable business success. How can the United Nations' Sustainable Development Goals (SDGs) be presented as the basis for shared values of such a community? This question was the starting point for the creation of a working group consisting of the Basel-based information design agency Superdot.studio and the Austrian company Tele Haase, represented by marketing manager Gabrijela Ponier, from OekoBusiness Wien and the VIENNA DESIGN WEEK. The objective of the team was to derive a mix of concrete measures for companies and individuals based on Agenda 2030 – the global plan for promoting sustainable peace and prosperity and protecting the planet. The result is an experimental visual tool that illustrates Tele Haase's alignment with the 17 SDGs and, in the form of the hand-drawn poster on display, is intended to inspire other companies and start-ups and encourage them to collaborate within the framework of the Factory Hub.

The installation SUSTAINABLE DEVELOPMENT GOALS EXPERIENCE by Superdot.studio is also on show in the Festival Headquarters in the Prater.

With the support of the Swiss Arts Council Pro Helvetia.

VIENNA DESIGN WEEK

URBAN FOOD & DESIGN

Urban farming and production, local and social relationships as well as conceptual hospitality and innovative approaches to the circular economy: These topics have been at the center of the Urban Food & Design format of the VIENNA DESIGN WEEK and Vienna Business Agency since 2018. They form the starting point for this year's focus: Based on the topic of the City as a Resource, processes of change in urban food supply will be initiated in 2023. Creative professionals developed concrete design solutions together with companies from the food sector that are now being presented in the festival.

The city is an endless source of possibilities. Know-how (traditional or up-to-date), land (developed or agricultural), and technology (old and new) play key roles in this process and can be exploited as a means of making metropolitan regions fit for the future. At the beginning of this year, the VIENNA DESIGN WEEK and Vienna Business Agency launched three challenges that address the subject of the City as a Resource. The nominated companies Arkeon, City Farm Augarten, and Wiener Gusto defined challenges in their companies for which solutions were sought from designers.

The three selected projects are seen as starting points for long-term cooperation between the creative and food industries and will be shown as part of an exhibition at the VIENNA DESIGN WEEK.

Designer/Studio: Sophie Schaffer & Katharina Sauermann
(Studio z00) in collaboration with Magdalena Weiss
Company: Arkeon

Designer/Studio: Anke Noack and Olivia Ahn (Beyond Projects)
Company: Wiener Gusto

Designer/Studio: Liquid Frontiers and Vandasye
Company: City Farm Augarten

As a second important element of Urban Food & Design, KOMPOST studio and the Vienna Business Agency are jointly curating and organizing the symposium THE CITY AS A RESOURCE. This year, the format is also being enhanced by a sensual performance salon created by the artist Maja Renn and the chef Piotr Matkowski.

VIENNA DESIGN WEEK

HEIMAT – THE BEAN, THE CITY, AND THE ARTS

Beyond Projects / Wiener Gusto

Taking up this year's subject of the City as a Resource, the Vienna Business Agency and the VIENNA DESIGN WEEK joined up with Wiener Gusto to issue a challenge related to the Viennese soybean. Wiener Gusto is the brand, with which the forestry and agricultural departments of Vienna City Council have been marketing the organic products that they grow on arable land in the city since 2022. This means that Vienna is probably the only major city in the world to have its own food brand. In addition to wheat, rye, lentils, oil seeds and meat, soy will also be an important part of the product range in the future. In their project HEIMAT, Anke Noack and Olivia Ahn of Beyond Projects address the introduction of soya to Vienna and shed light on the subject of urban agriculture. The focus of the project is the sensory treatment of a crop that seeks to reconcile the wider population with the notion of responsible consumption.

GROWING THE CITY FARM

Liquid Frontiers / Vandasye / City Farm Augarten

The City Farm Augarten is all about organic growth. Since 2012, the initiative in Vienna's Augarten has been devoting itself to sustainable vegetable and fruit growing in the urban realm and the low-threshold sharing of the corresponding know-how. Inspired by this guiding principle as well as by Joseph Beuys's concept of "Social Sculpture" with the exemplary, legendary piece "7000 Oaks", the Vienna design studio Liquid Frontiers and Vandasye have developed a toolbox containing analog and digital tools that enables users to establish and collectively tend offshoots of the City Farm Augarten in new locations around Vienna. A prototype plot in the courtyard of the Festival Headquarters allows visitors to test how this works. Information about further expansion phases is presented inside.

AMINO FEAST – ALCHEMY WITH PROTEINS

Studio z00 / Magdalena Weiss / Arkeon

Smelling and tasting, hearing and seeing, touching and holding: AMINO FEAST is an immersive experience with the character of a ritual. Presented in the form of a feast, the installation examines sensory perception as a prerequisite for the acceptance of new kinds of food. By switching the focus from consumers to eaters, the designers are seeking to exploit the effectiveness of taste and sensual experiences as a means of finding answers to the burning questions facing the food supply sector. The table follows the example of historic feasts and invites visitors to immerse themselves in the world of eating with all their senses. The project was created in cooperation with Studio z00, Magdalena Weiss, and the Viennese company Arkeon, which has developed an innovative and sustainable method for producing amino acids from carbon dioxide.

VIENNA DESIGN WEEK

NURTURE SALON

Maja Renn / Piotr Matkowski

The NURTURE SALON combines participative performance with culinary craft. The objective of the pop-up from the artist Maja Renn and the chef Piotr Matkowski is to be a decelerating multisensory experience: During the approximately ten-minute, one-to-one performance, an edible composition of colorful and aromatic ingredients is created on the palm of the participant's hand. The experience should be seen as a holistic exercise in mindfulness and seeks to address sustainable approaches to food in a way that is as enjoyable as it is tangible.

The performance is part of the format Urban Food & Design and is supported by the Vienna Business Agency.

THE CITY AS A RESOURCE

KOMPOST studio / Vienna Business Agency

KOMPOST studio and the Vienna Business Agency are jointly organizing the symposium THE CITY AS A RESOURCE in the Festival Headquarters of the VIENNA DESIGN WEEK. The special theme day presents the design solutions that emerged from the challenges in the format Urban Food & Design and deepens the discussion about the subject of a more sustainable urban food supply with the help of inspiring speakers, practical learning, and networking. Profound conversations about soil with representatives of international positions will be just as much part of the symposium as the samples of urban landscapes prepared by Lucia Gaspari and the hands-on and food waste expert workshops about the topics of sustainability and circular economy.

VIENNA DESIGN WEEK

STADTARBEIT Vermehrt Schönes!

Design creates added value for local communities! The format Stadtarbeit – supported by Vermehrt Schönes!, the sponsorship program of Erste Bank, – facilitates projects that address the permanent transformation of our urban and social fabric: projects that search for concrete answers and seek to use design resources as social levers. The projects take place in the public realm and should be accessible and comprehensible to as much of the population as possible.

Intervention! Social Design as Activism

“We have to talk...” – and do something! When things are wrong and we just can’t take them anymore, it’s high time for an intervention. In the run-up to the festival, the VIENNA DESIGN WEEK and Erste Bank issued an open call, which invited all interested parties to submit projects, ideas, and concepts that highlight undesirable social, institutional, ecological, and economic developments. The three selected interventions employ three completely different approaches (Pub quiz! Destruction room! Urban networks!), which are designed to correct such imbalances and trigger positive change: bold, activist, and radical, wherever it is needed. The format seeks to highlight interventions that become visible in the city due to the participation and active creative input of local society. They invite everyone to get involved and encourage interaction between local players, designers, and all visitors to the festival.

This is the ninth year in which a jury has selected these projects. The prize includes an implementation budget that enables them to be realized as part of the format Stadtarbeit. The selected projects will also be presented with the Erste Bank Social Design Prize during the VIENNA DESIGN WEEK 2023.

Jury members: Clemens Foschi (Caritas, Archdiocese of Vienna), Elisabeth Großschädl and Therese Kaiser (editors-in-chief, period. Magazin), Alexandra Fruhstorfer (designer and winner of the Erste Bank Social Design Prize 2022), Gabriel Roland and Victoria Hauser (VIENNA DESIGN WEEK), Ruth Goubran (Erste Bank)

VIENNA DESIGN WEEK

URBAN NETWORKS membran

Integration and social networks: The collective membran is made up of students of the University of Applied Arts. During the VIENNA DESIGN WEEK, the four-strong team is employing interventions as a means of challenging **passerbys** to become involved in the shaping of the public realm and to form places of interaction and meeting with the help of creative and sustainable methods. They are doing this by manually twisting damaged building plans into stable rope using traditional rope making skills. These ropes are then collectively knotted to form nets that create new places for sitting, lying, and playing. During the event, visitors will be able to discuss the planning and use of public spaces and actively contribute to the design process.

HOW TO BE AUSTRIAN – THE CITIZENSHIP PUB QUIZ Whoosh

Given the growth of xenophobic and nationalist tendencies in media and politics, the London-born creative urbanist Eugene Quinn believes that it is high time to ask questions about identity, belonging, and homeland. In HOW TO BE AUSTRIAN – THE CITIZENSHIP PUB QUIZ, he challenges Austrians to take their own citizenship test. How many of us could pass it? How relevant are the questions to our lives? And who actually composed it? In a relaxed pub quiz atmosphere, the concept of shared identity is put on the table and visitors discuss what it means to be Austrian in 2023. The questions are being asked over the course of ten days in coffee houses, bars, schools, community centers, and pensioners' clubs in the Focus District Leopoldstadt. And, in addition to this, an info booth and the leaderboard can be found for the entire duration of the festival in the Festival Headquarters in the Prater.

THE DESTRUCTION ROOM Hugo & JB

Build, destroy, repeat! JB Gambier and Hugo Beheregaray – one studied at the Sandberg Instituut in Amsterdam and the other at the Design Academy Eindhoven – live and work in the Netherlands. The two designers and artists share a playful approach that is inspired by do-it-yourself. This is also demonstrated by the action THE DESTRUCTION ROOM, which they specially created for the VIENNA DESIGN WEEK: Every visitor to the Destruction Room, which is furnished with white furniture, is given protective clothing, a tool that they can select themselves, and one minute. When the time is over, the damaged furniture is mended in the Repair Station with colorful adhesive tape under the supervision of the designers. In this way, the installation is transformed during the course of the festival from a monochrome white space into a colorful and dynamic room – and powerless consumers finally have an opportunity to retaliate against the world of products!

VIENNA DESIGN WEEK

PLATFORM

Special things are placed on the PLATFORM: In close cooperation with the festival team, Austrian and international companies, museums, cultural institutions, universities, galleries, and architectural and design offices of every size present contributions that they have specifically produced for the festival.

The fact that the V in VIENNA DESIGN WEEK also stands for variety is underlined by the impressive breadth proudly exhibited by partners from A to Z in locations right across the city: project presentations, experiments, exhibitions, pop-ups, events, performances, workshops, installations, outreach programs, talks, and much, much more. This program, which is organized autonomously by the partners and compiled by the festival team, not only illustrates the energy of Austria's creative industries and their international contacts, but also takes visitors to the VIENNA DESIGN WEEK on a tour of a City Full of Design.

PARTNERS: ADAMGEORG, Afterhour Furniture, Aldana Lorenzo, Aleksandar Todorović / Pavle Golijanin, Anna Riess, Anna Zimmermann / Bakalowits, Anna Zimmermann / Bettina Willnauer / Lino Gasparitsch / Klemens Schillinger, ARTist – Alumniverein der Universität für angewandte Kunst Wien / Angewandte Interdisciplinary Lab (AIL), Brot Chmara Rosinke, Calienna, carla, co/rizom, Collegium Hungaricum / Design without Borders, Dedon, Design Campus / d-o-t-s, Design in Gesellschaft, design.mikimartinek, designforum Wien / designaustria, Eva Petrič, Father & Bastards / Wienwoche, Forward Creatives, HANAKAM & SCHULLER, Hearts in Hands, HEITA, Hello Wood / Kulturhauptstadt Europas – Veszprém-Balaton 2023, House of Auster, Husarska Design Studio, IKEA, iX Kunst im Raum, J. & L. LOBMEYR, Kira Schinko / Letitia Lehner / Clemens Bauder, Kohlmaier, Korea Kulturzentrum Wien, LAUFEN, Laura Geraldine Gaar, Lucy.D / Kulturhauptstadt Europas Bad Ischl Salzkammergut 2024, MAK – Museum für angewandte Kunst, MARCH GUT, Matej Štefanac / SKICA – Slowenisches Kulturinformationszentrum, Max Hissek, Mezza – Maiso, Möbelmuseum Wien, Mono / German Design Graduates, Mostlikely Architecture / materialnomaden, MOWO – move with wood, Neuvermoebelt, New Design University (NDU) St. Pölten, Plüsch und Minus, Polnisches Institut Wien, prater&stern, Rado, Simiæn, SPHAER, Studio Barbara Gollackner, Studio FREUDE / cucinaAlchimia, Superdot.studio, Technisches Museum Wien, Tetiana Stakhivska / Yulia Mukhoid, Tonica Hunter, TREWIT, TU Wien / design.build studio / carla, Universität für angewandte Kunst, Valentin Bauer, Vöslauer, Walter Grill, WastematterYoung ExpertsCluster, Xaver Kuster / Liza Sočan,

VIENNA DESIGN WEEK

RADO MOVING MATERIALS

The Swiss watchmaker 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 the VIENNA DESIGN WEEK have shared since the beginning of their partnership is the promotion of emerging design talent. This year, as part of the "Rado Moving Materials" competition, six motion designers will have the opportunity to present their installations, produced especially for the video wall in the Rado Boutique in Vienna (Kärntner Straße 18), to a broad audience.

From March to August, a new animation will be shown one weekend per month. During the program of the VIENNA DESIGN WEEK 2023, all animations will be shown again from September 22 to October 1 - and it will be announced which of the six projects has won the Rado Moving Materials Prize.

The prize is a special edition of the watch, limited to 20 pieces, which Rado is presenting on the occasion of the VIENNA DESIGN WEEK 2023.

Rado gets things moving! At the Festival Headquarters in the Prater and at the Rado Boutique in Kärntner Straße 18, the Swiss watch brand is presenting a special highlight: the "Rado True Square Thinline × VIENNA DESIGN WEEK". An ultra-flat, square high-tech ceramic watch created exclusively for the festival. Rado's close connection with the world of design is also illustrated by the organization of the RADO MOVING MATERIALS competition. From March to August, six designers from the field of motion design were given the opportunity to convince with installations produced especially for the video wall in the Rado Boutique in Vienna. All six episodes will be shown again at the festival headquarters - and on September 26 at the Rado Boutique, the winner of the RADO MOVING MATERIALS prize will be announced. The designer with the best animation will receive prize money and a copy of the "Rado True Square Thinline × VIENNA DESIGN WEEK" limited to 20 pieces.

RADO MOVING MATERIALS DESIGNERS:

Andreas Palfinger, Boicut, Milica Balubdžić und Stefan Juster, NO WORRIES JUST SHAPES, Sarah Kreuz, Theresa Hattinger

VIENNA DESIGN WEEK

IKEA

The Swedish furniture company IKEA has now been represented in Austria for over 46 years: Around 3,600 employees provide non-stop inspiration in eight furniture stores, three planning studios, two planning stations, two logistics centers, and eleven pick-up stations, and through a range of services such as Click & Collect.

"IKEA's vision is to improve people's everyday lives by offering beautifully designed, functional, affordable, and high-quality home furnishings, which are produced in line with human and environmental needs. With each of our products, we strive to make the home an even better place."

These products also include the healthy and sustainable food that IKEA offers its customers and employees in the IKEA restaurants, IKEA bistros, and the Swedish Food Market. From sustainably sourced ingredients to meat-free options and locally grown products that not only taste great but are also better for the planet.

For more on IKEA, click [here](#).

CELEBRATE DEMOCRATIC DESIGN! IKEA

Typical IKEA, but still surprising and new: In the Festival Headquarters in the Prater IKEA is filling six former hotel rooms with new life. Design classics come face to face with new products and are presented in ways that have never been seen before – surprising and courageous, yet still typically IKEA. Each room has a different motto. And interactive elements invite visitors to become part of the presentation – in line with the motto "Design for the many!".

VIENNA DESIGN WEEK

FOKUS: THE SERIES

Design is the conception of objects that are manufactured in industrial series. But this isn't always the case! In their work, many designers don't necessarily strive to scale up their ideas but, rather, devote themselves to producing a limited number of items – or even a single one. With the tools of design – but also with those of handcraft or art – they seek out the extraordinary and the poetic, and impressions that lie beyond normal product cycles. In order to offer an arena to this focus on outstanding objects, the VIENNA DESIGN WEEK launched the group exhibition format FOKUS in 2022. Every year, a guest curator makes a selection from the local and international responses to a specific subject and the selected submissions are presented together in the Festival Headquarters. A key element of this process is the specially commissioned spatial presentation, which brings together these selected objects and enables them to fully express themselves.

For this second edition of FOKUS, the VIENNA DESIGN WEEK secured the services of the London-based curator Laura Houseley, who addresses this year's subject in her design for the eponymously named group exhibition THE SERIES. The scenography is the work of Dóra Medveczky.

A small edition of objects that repeat in form and material, and yet each is subtly individualized by a small feature. This is the series, the production method that increasingly shapes the market for collectible design. The group exhibition THE SERIES represents the versatile small-scale production of designers in their studios. This allows them to express themselves independently, with materials and methods with which they can seek and discover how to create 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 means an increased income from design work and the 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.

The group exhibition THE SERIES, which is curated by Laura Houseley, investigates 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.

With works by: Alexandra Gerber, Alexandre Delasalle, Anna Nordström, Erika Emerén, Fabio Spink, Heiko Bauer, Jakob Niemann, Jesper Oléhn, Johanna Seelemann, Kuo Duo, Lab La Blah, Leo Koda, Liam McClure, Moon Seop Seo, Office For Ordinary Objects, Roxanne Kury, Sarah Yao-Rishea, Studio Joachim-Morineau, Studio Nicolas Erauw, Thomas Waidhofer, Victor Montour, and Ward Wijnant

VIENNA DESIGN WEEK

PASSIONSWEGE

Ever since this format was introduced to the VIENNA DESIGN WEEK it has brought international and Austrian designers together with Vienna's craft-based businesses. This dialog takes place away from the commercial pressure of normal working relationships and enables the curated pairs of artisans and designers to focus on the passion in their work: They experiment, share knowledge – and jointly arrive at unexpected solutions that are exhibited in the places in which they were created, which are often authentic Viennese shops and workshops. The Passionswege thus also contribute to keeping crafts alive in the city in ways that go beyond their merely museum-based preservation.

The international initiative co/rizom works at a similar interface: Through the targeted use of design and a package of corresponding tools it helps artisans to reach new markets. While Passionswege remains a free format without any commercial orientation, the collaboration with co/rizom enables the project partners to continue working together within the development and marketing framework of the platform.

Curated by Gabriel Roland (VIENNA DESIGN WEEK) with the support of Alina Serban (cofounder of co/rizom).

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GRANDE PAILLE

Célia Picard and Hannes Schreckensberger
with Hutmode Biester

Straw braid as a starting point: This basic material that is used in the production of traditional straw hats may appear unassuming, but it is technically extremely complex and, theoretically, infinitely long. The braid is also one of the favorite materials of the milliner Eva Siebert – and when Célia Picard and Hannes Schreckensberger came from France and visited her small workshop next to the Karmelitermarkt on the invitation of the VIENNA DESIGN WEEK, it immediately became the basis of their joint Passionswege experiments.

In their dialog, the milliner and the designers returned to the roots of this linear natural material. The result – which is entitled GRANDE PAILLE – scales up a detail and transforms a raw material into the finished form. The spatial elements and large-scale wall hangings of the installation, with its stitched together strips of interwoven braid, seem far removed from the rural Mediterranean straw hat, yet they remain close to the traditional use of the material. For the objects remain light, mobile, and nomadic – just like a hat.

A+++

Studio Johanna Seelemann
with Andrei Florin Varga / Pyrarium

At the beginning of humanity was the flame. The ability to capture its elementary power led to an unparalleled succession of innovations, from the preparation of food, via ceramics and metallurgy, to the emerging technologies of today. And yet, regardless of the extent to which fire is removed from our day-to-day lives and replaced by modern household appliances, it remains as fundamental to our way of life as ever.

Such thoughts formed the basis of the dialog between the German designer Johanna Seelemann and the Vienna inventor and oven builder Andrei Florin Varga that was initiated by the VIENNA DESIGN WEEK. Their joint project A+++ refers to the highest level on the EU's scale of energy efficiency for household appliances. It questions our contemporary view of fire as inefficient and destructive. Seelemann and Varga counter this by rediscovering a versatile domestic technology. Their work translates essential yet often lost knowledge about dealing with fire into today's context – and in doing so they feed a flame that promises much for the future.

With the kind support of the Embassy of the Federal Republic of Germany in Vienna.

VIENNA DESIGN WEEK

DESIGN EVERYDAY

While the increasing unmanageability of the world of goods that surrounds us makes it more and more difficult to determine the qualities that lend validity to good design, the seventh edition of Design Everyday offers insights into the day-to-day activities of Austrian design studios. The format displays the innovative potential of the local design scene and illustrates the fact that design criteria such as function, aesthetic, haptic, and sustainability are constantly being rethought and optimized in line with the latest demands.

Overall, Design Everyday represents an open collection that grows over time: with no claim to completeness, but with the perspective of offering Austrian product designers a platform with an international reach. The objective of the initiative is to encourage discussion and cooperation between designers and manufacturers as a means of strengthening mutual exchange and supporting cooperation.

Conceived and curated by Vandasye (Georg Schnitzer and Peter Umgeher), in collaboration with the VIENNA DESIGN WEEK. In cooperation with the Vienna Business Agency, Creativity & Business.

The format will exhibit the work of: ante up, Studio Barbara Gollackner, bonpart, GP designpartners, Clemens Schmidberger, Marco Dessí, Marie-Theres Genser, Martin Mostböck, Sandra Holzer, studio re.d, Florian Blamberger, Valentin Vodev, Robert Vierlinger, Lukas Angst, aws designteam, EOOS, mischer'traxler studio, KIM+HEEP, Klemens Schillinger, Thomas Feichtner, Jakob Glasner und Markus Well, Valentinitsch Design, Georg Adam, Sandra Haischberger, Numen / For Use, Zitta Schnitt, Camille Dutoit, and Soda Designer

DEBUT

The format Debut enables the VIENNA DESIGN WEEK to draw attention to a selection of outstanding educational and training institutions 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. Our guest for 2023 is the Institute of Industrial Design of the FH JOANNEUM in Graz.

UMS ECK

Ever since it was founded, the VIENNA DESIGN WEEK has addressed the specific situation in Vienna's districts and neighborhoods. The format Ums Eck enables the festival to examine local challenges even more closely. The objective of the series of events is to work in dialog with the businesses located on a certain street corner, junction, or square in Vienna, in order to develop solutions that create a more sympathetic and efficient city – in precisely the place in which such change can be experienced most tangibly: Ums Eck – or right on the next corner. The initiative is supported by the Vienna Economic Chamber.

To this end, the VIENNA DESIGN WEEK commissions, every year, a design studio to address local circumstances and challenges with a view to drawing up a design that generates concrete social, ecological, and economic added value for this neighborhood. Ums Eck illustrates the importance of engaged businesses for their local area and exemplifies all that can be achieved by design input.

VIENNA DESIGN WEEK

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.

Conference DESIGNING THE CYCLE

Design with responsibility, design for a healthy planet, designing the cycle: The work of designers is a key to sustainable business and a sustainable society. The design scene shares this conviction with an increasing number of decision makers in politics and business. But what do design processes look like in concrete terms that are aware of their significant influence on the ecological impact of their results? What legal and institutional framework is needed to actually tap this potential? And what aspects of circularity are we just beginning to understand? The VIENNA DESIGN WEEK offers space for the design scene to discuss these questions.

With contributions by: David Jablonski (Klimadashboard), Bundesministerium für Klimaschutz, Umwelt, Energie, Mobilität, Innovation und Technologie, Gregor Pflüger (Climate Lab), Miriam Kathrein (Austrian Fashion Association), Harald Gründe (IDRV), Therese Balsev (Danish Design Center), Sustainability Experts Cluster (designaustria), and Seetal Solanki (ma-tt-er)

Conference END OF DESIGN

Many things are designable, but not all. Design festivals in particular like to present design as an ingenious solution for everything, which of course can never exist. Design, like everything else in the world, has its limits. The long arm of designers reaches to many places, but not where nature, technology, or humans elude its grasp. The conference END OF DESIGN discusses aspects of the undesignable.

With contributions by: Harald Trapp, Sébastien Mathys (@uglydesign), Sithara Pathirana (Klima Biennale Wien), Lilli Gneisz (Volkshilfe Wien), Andreas Goritschnig (Breath Earth Collective), Design Campus Dresden, d-o-t-s, Cosima Terrasse (Gruppe Laokoon), Jasmin Roth (CIN CIN, Creative Studios), and Jascha Rohr (Cocreation Foundation)

With interventions by Herman Wakefield (@northwest_mcm_wholesale)

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: 17, 4k
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: 59
Views since 17.02.2020: 6,535

VIENNA DESIGN WEEK

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