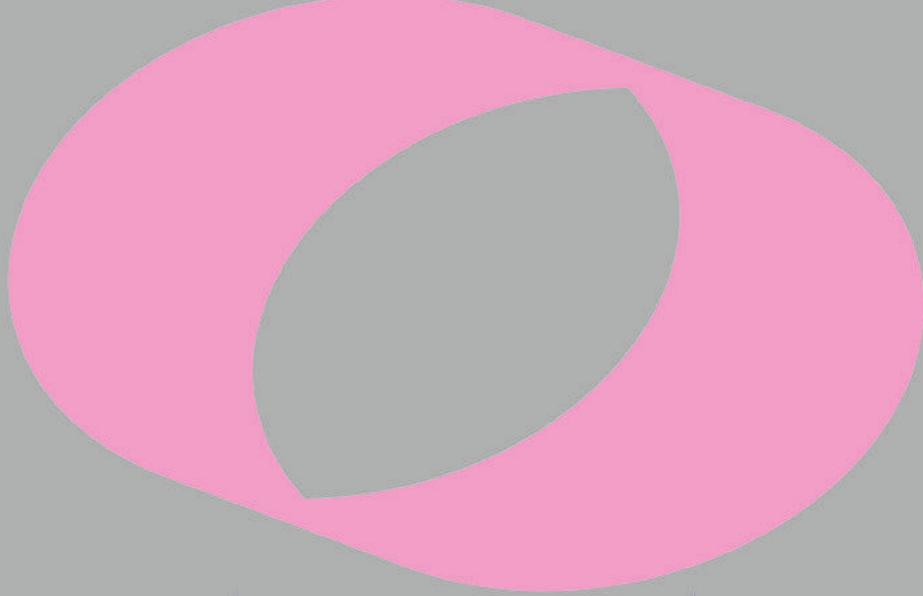
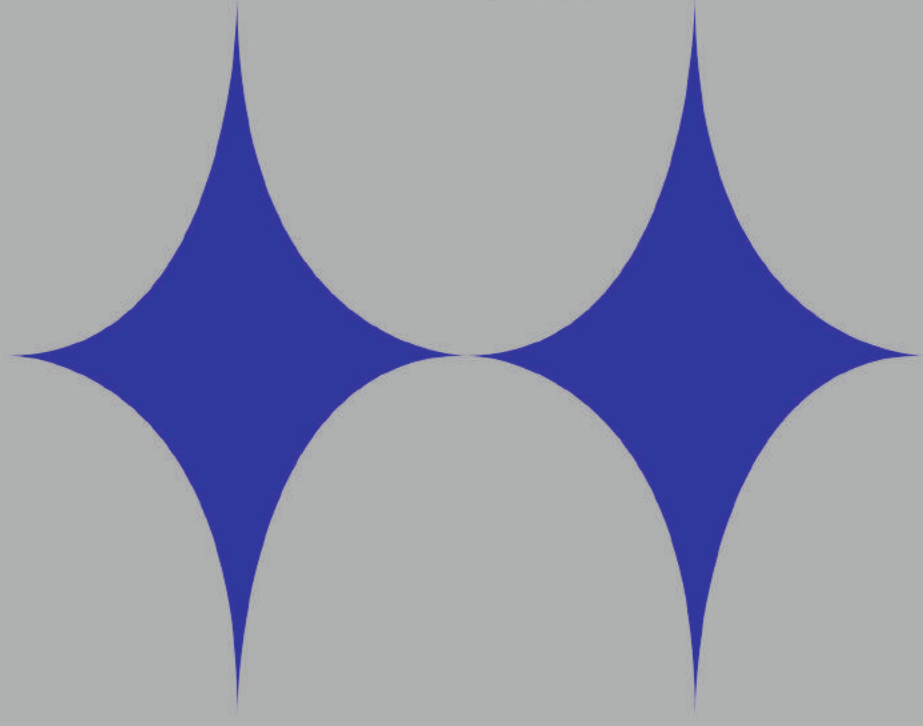


25.9. —> 4.10.2020 —> #vcdw2

VIENNA DESIGN WEEK V

Press Release —> www.viennadesignweek.com



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Dear Ladies and Gentlemen!

Changes and challenges, digital transformation and problem solving: These are the tasks that design has always tackled. Right now there is more than enough to do!

The global reaction to Covid-19 and its long-term consequences illustrate the incalculable importance of the design sector as a link between the needs of society and the development of solutions that meet these needs. Product development is as much part of the area of activity of designers as is the shaping of social processes. Design can now use this unique position to demonstrate the role that it can play in society and the positive influence that it can exert through the development of the tools and processes that we will need in the future.

Seeing the crisis as an opportunity may sound a little too romantic and understate the challenges that we as a design festival, just like so many others in the sector, are facing. We are a non-profit organization that has made this festival available, free of charge, to a local and international audience for the past 14 years out of a deep sense of commitment. Regarding the financing of the festival, recent years have seen a well-balanced relationship between subsidies from public organizations and contributions from private sponsors. The effects of the lockdown and its repercussions reached us quickly. In the current situation, our public-sector partners are more important than ever as well as being vital supports and long-term companions. We are enormously grateful to them.

But we really can also see opportunities! Many aspects of the new ways of living and working that Western society, in particular, has urged upon us in the weeks since mid-March contain considerable potential for reshaping the future. Hence, we will present a festival in autumn 2020, which will conform with the regulations that apply at that point but will also, for that and other reasons, have one foot in digital space. We are focused on the future and, once again, this focus stretches beyond Austria's borders! Switzerland, our Guest Country, is visiting our Festival Headquarters in Meidling. And this will not be the only cultural exchange!

Much has slightly, or even completely, changed from the festival that we planned at our team retreat last November. But designers and, in particular, the team of VIENNA DESIGN WEEK are well-practiced in showing the flexibility and curiosity that enables them to react to such situations. For this, my colleagues have earned my lasting gratitude. I would like to thank you for reading our program with interest and am looking forward to meeting you in autumn, in both virtual and physical spaces!

Lilli Hollein, Director of VIENNA DESIGN WEEK

**VIENNA
DESIGN
WEEK**

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VIENNA DESIGN WEEK

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VIENNA DESIGN WEEK 2020

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 2020 VIENNA DESIGN WEEK will take place from 25th of September to the 6th of October. We will adapt some things due to the circumstances of the consequences of Covid-19, the basic orientation and fields remain.

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.

The multifaceted output that product, furniture and industrial design, architecture, graphic design and social design as well as experimental and increasingly digital positions produce and that is the mark of quality of the Viennese and Austrian design scene is at the heart of VIENNA DESIGN WEEK. The festival aims to internationally connect this local potential which is something that clearly shows in its programme.

In addition to the festival formats such as Passionswege, which celebrate their 15th anniversary in 2020 and will be celebrated with a best-of exhibition of projects from previous years, Stadtarbeit and Urban Food & Design, VIENNA DESIGN WEEK focuses on annually changing topics and their implications for design. Another crucial addition are the contributions organised by the numerous Programme Partners. Finally, celebration and informal networking find their due place in the festival.

VIENNA DESIGN WEEK is directed by Lilli Hollein, who next to Tulga Beyerle and Thomas Geisler is one of the founders of the festival. She conceptualises and realises the festival together with a team uniting a variety of areas of expertise and approaches to design. Beyond that VIENNA DESIGN WEEK relies on a strong network of dedicated supporters and collaborators. Since then, its focus has been bringing local and international design positions and relevant discourse to Vienna each year. VIENNA DESIGN WEEK is a culture festival, not a trade fair. The majority of contributions are curated by the VIENNA DESIGN WEEK organization and accompanied over a period of months, from idea to realization.

Festival: September 25 - October 4, 2020

Festival Headquarters at Amtshaus Meidling
Theresienbadgasse, 1120 Vienna

Facts & Figures

- Visitors: 40.000
- Press Release: 450 national and international articles
- more than 250.000 web and mobile Hits
- more than 129.000 Visitors at the Website during the Festival
- Facebook: 31.391 Follower
- Instagram: 9.978 Follower
- + Newsletter during the year with approx.. 5.500 Subscribers

VIENNA DESIGN WEEK

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VIENNA DESIGN WEEK

FOCUS DISTRICT MEIDLING

VIENNA DESIGN WEEK discovers and displays design right across Vienna – notably through its annual selection of a different Focus District. The area of the city that will enjoy this special spotlight during the 2020 edition of the festival is Vienna's 12th District.

Meidling, this year's chosen district, has interested the team of VIENNA DESIGN WEEK for quite some time. The mixture of neighborhoods with traditional structures and dynamically developing areas, of residential, traffic, and commercial uses, and of a wide range of building densities means that Meidling is particularly suitable as a design laboratory. The history of the traditional working-class district is just as tangible as the influence of its remaining local industries, the identity of its former village centers, and the cultural mixture of its diverse ethnic groups.

In addition to the Festival Headquarters on the northern edge of the district, key elements of the local infrastructure including the shopping artery of Meidlinger Hauptstraße, the re-emerging Meidlinger Markt, the motorways and railway tracks that form part of the district, historical public housing complexes, and newly-built projects will all play their role in VIENNA DESIGN WEEK. The festival program will enable visitors to explore Meidling thoroughly, from the Wien River to the Schöpfungwerk and from Hetzendorf to the Gürtel.

FESTIVAL HEADQUARTERS

The Festival Headquarters, one of the centerpieces of VIENNA DESIGN WEEK, will be based for ten days in a municipal building on Theresienbadgasse in the 12th District. As this year's location partner, the Department for Building and Facility Management of Vienna City Council is offering VIENNA DESIGN WEEK the exclusive use of a currently unprepossessing yet thoroughly charming building in Meidling. This year, these two floors with a total of around 600m² will principally be used by the festival for the presentation of specifically selected projects and specially curated formats.

Theresienbadgasse is named after the spa that was developed in the 18th century by Maria Theresia. She established the baths exclusively for the imperial family, which lived not far away in Schönbrunn. Today, Theresienbad is a public swimming pool that does much to define the character of the neighborhood. Thanks to its proximity to Meidlinger Hauptstraße and the metro, the historic complex is a perfect platform for the 14th VIENNA DESIGN WEEK.

VIRTUAL FESTIVAL HEADQUARTERS

The sometimes radically altered conditions for production, presentation, and exchange in the design sector caused by COVID-19 present festivals such as VIENNA DESIGN WEEK with the task of developing innovative solutions. One of the formats that we are reinventing as a result of this is the Festival Headquarters. This is an indispensable gateway to VIENNA DESIGN WEEK, not only as a setting for important parts of the program, but also as a place for experiences and encounters and an often outstanding architectural element.

For the 2020 edition of the festival this physical location will be provided with a virtual counterpart. However, far from being a mere copy of the physical headquarters, this space

VIENNA DESIGN WEEK

will be conceived for VIENNA DESIGN WEEK by a variety of digital specialists on the basis of the experience gained from the successful digital formats of 2018 and 2019.

While offering, on the one hand, the opportunity to experience content directly commissioned by the festival, the Virtual Festival Headquarters can also serve as a platform for the Program Partners of VIENNA DESIGN WEEK. With the help of specially designed avatars it will even act as a virtual meeting place. It will be possible to access the Virtual Festival Headquarters of VIENNA DESIGN WEEK both from end devices at home and via VR glasses in the physical Festival Headquarters.

GUEST COUNTRY SWITZERLAND

Alongside the Focus District and Festival Headquarters, the Guest Country is another of the pillars upon which the program of VIENNA DESIGN WEEK is built. Each year, the design scene of a different European country is presented. This ensures that designers and content from the Guest Country are a special focus of the festival.

Following appearances from a series of Eastern and Central European countries in recent years and Finland in 2019, we are now delighted to welcome Switzerland as our guest. Design Switzerland/ Pro Helvetia, the cooperation partner of VIENNA DESIGN WEEK, plays a key role in the Swiss creative industries.

Austria's westerly neighbor is globally renowned for its rigorous design culture, the uncompromising values of its industrial production, and a range of innovative educational institutions. It is on the basis of these qualities that Switzerland, as Guest Country, will produce a diverse program and appear in the festival's various formats. Special attention will be paid to the highlighting of new opportunities for cooperation.

CAMPAIGN

"Digital is better." (Tocotronic)

This year's graphic design for the festival by Bueronardin plays with forms, colors, and movement. The festival's digital focus is reflected in moving strips, speech bubbles, messenger bubbles, pop-ups, and responsive movements. The forms represent the exhibits, interpret the design process, and interact with one another and with the public. This year, the "City Full of Design" glows in the colors light pink, ink blue, mars orange, and agate gray.

VIENNA DESIGN WEEK

PASSIONSWEGE - 15 YEARS

Design as a connecting, richly creative element: The Passionswege that are curated by VIENNA DESIGN WEEK focus on the equitable cooperation between designers and Vienna's craft-based businesses. The objective of this open, experimental process, which is completely free of commercial constraints and based on intense knowledge sharing, is to develop unexpected solutions, projects, and products or, simply, just to ask the right questions.

The Passionswege have shaped VIENNA DESIGN WEEK like no other festival format. They have consistently and exemplarily embodied core qualities of the festival – the sensitive addressing of given situations, the visionary reflection and effectiveness of the curatorial perspective. As a pilot project and cornerstone they are even a year older than the festival itself as a result of which they are celebrating their 15th anniversary in 2020.

During the course of these 15 years, the festival has commissioned and curated more than 100 cooperative projects, in which designers and craftspeople have come together as equal partners and had the opportunity to work on things about which they are deeply passionate, beyond the constraints of the normal contractual relationship. As a result of this, countless objects have been created, with great pleasure and pain, which have transformed the work of all those involved and introduced visitors to VIENNA DESIGN WEEK to the world of traditional craft skills.

Following the decision of the Vienna Economic Chamber, whose patronage has been decisive for the Passionswege project, to withdraw its support in this 15th year, we are seizing the opportunity to take a look back. Even if it is not possible to commission any new cooperative projects in 2020, visitors to the Festival Headquarters will still be able to reacquaint themselves with some of the outstanding objects that have been created over the years. In addition to this, we are expanding the exhibition conceived for Collectible Brussels "15 Years of Passionswege" into a retrospective that is completely devoted to the delights of the collectively created objects.

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.

Our festival has been a platform for designers, companies, and educational and cultural institutions for 14 years and should retain this role, even in such challenging times. This is why, this autumn, we want to focus attention more than ever on the contributions of Program Partners that are distributed throughout the city and, hence, to become even more decentralized. In this respect, we are very much looking forward to once again enabling many exciting works and projects to become part of VIENNA DESIGN WEEK.

Laura Winkler, Project Manager, Program Partners

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 two MehrWERT Design Prizes will be presented.

The two winning projects from 2020

- Arche (Eva Herunter, Katharina Hummer, Julia Obleitner)
- Institut für Wertschätzung vom Kollektiv Raumstation
(Project leaders: Sarah Zelt, Julia Heiser, and Michel Gölz)

Stadtarbeit is indispensable right now. If the current crisis has shown us anything at all it is that thinking about public space and its design and responsible use are fundamental to the functioning of a society. This year we are once again delighted to have the opportunity to show what social design can achieve and to present projects that carry out urban investigations and are dedicated to social innovation.

Hanna Facchinelli, Project Manager, Stadtarbeit

VIENNA DESIGN WEEK

URBAN FOOD & DESIGN

In 2020, VIENNA DESIGN WEEK and the Vienna Business Agency are cooperating closely for the third time on the joint organization of the Urban Food & Design format. In this year's challenge, the city's creative minds are being called upon to submit solutions that address the subject of "The New Local". At the heart of this open call are new perspectives on living together in the city and the question of the potential of the local in a context that continues to be defined by the realities of the global market. How should local food production, distribution, and consumption be organized, both before and after COVID-19?

Following the calls for ideas of the past two years, which focused on new sources of food, consumption patterns, and forms of delivery, we are now looking for concepts that pay closer attention to the social structures centered on the subject of food.

BRITISH COUNCIL

To explore ways in which design festivals can act as agents for positive change in an ever-changing world, VIENNA DESIGN WEEK, in collaboration with the British Council, calls U.K.-based practitioners to submit proposals for curatorial research focussing on VIENNA DESIGN WEEK in its international context. In keeping with our festival's ethos, we actively encourage innovative, even unorthodox methodologies of research, curation, and presentation. We would like to invite curators to delve into the inner workings of VIENNA DESIGN WEEK and research how it fits into the international festival scene, as well as ideas for new formats. Having been part of the British Council's Design Connections programme, we were inspired to create new opportunities and networks for collaboration with the UK design sector, and to think about what the UK as guest country for VIENNA DESIGN WEEK 2021 might look like.