

Vienna: A City full of Design!

VIENNA DESIGN WEEK, Austria's largest design festival, takes place for the 6th time from *September 28 to October 7, 2012*. National and international works of product-, furniture-, graphic-, and industrial design, such as experimental approaches will be presented within the festival, curated by *Tulga Beyerle* and *Lilli Hollein*. Revealing the creative process of the production and to initiate projects are core elements of the festival's concept.

INTERNATIONAL DESIGN IN VIENNA

During VIENNA DESIGN WEEK, the city becomes a platform and showcase of design. In cooperation with designers from all over the world, Viennese museums and companies, the festival shows different approaches to design. International but local, sets out to be this year's motto.

CELEBRATING DESIGN, (RE)THINKING DESIGN

Design is more than just a designed object. VIENNA DESIGN WEEK defines design as an essential part of the cultural production. The festival shows that design shapes our material culture, our every-day life and our world as consumers. Simultaneously, it influences our lifestyles and most fundamentally our aesthetic senses and judgements. Therefore, VIENNA DESIGN WEEK has based its mission on both, the celebration of design and on its critical examination.

In the past six years VIENNA DESIGN WEEK became much more than just a festival: It is a design network that assembles the most important heads of culture, economy, media, politics and the creative scene. Guest appearances of invited countries - this year it is Spain - also play an important part on the internationalization of the festival, such as invitations to events abroad (VIENNA DESIGN WEEK Embassy is present at DMY Berlin, designblok Prague, Mikser Festival Belgrade or Sofia Design Week in 2012).

PREVIEW: HIGHLIGHTS 2012

With over a hundred events, exhibitions, on site installations, talks and discussions, and plenty of opportunities to celebrate and to network: VIENNA DESIGN WEEK is not only a melting pot for the international design scene, but also overwhelms a big crowd of Viennese and Vienna visitors every year. 2011 the festival counted 30.000 visitors during ten days.

This year's *guest country is Spain*, known for its strong and humorous design impulses. A teaspoon full of Spain will refine all formats of VIENNA DESIGN WEEK and two exhibitions will be dedicated to Spanish designers.

This year's focus district is *Ottakringer Straße*, the boulevard between the 16th and the 17th district. A former establishment from the 19th century called "Das Gschwandner" will be a hot spot with a variety of events taking place. Projects in the field of *Social Design* can be seen on site and in public spaces.

VIENNA DESIGN WEEK - Programmformate

Passionswege

The PASSIONSWEGE are a design trail through Vienna and an important format of VIENNA DESIGN WEEK. Solo designers and design teams from Austria and abroad are invited to create objects and site-specific installations on the premises of old established Viennese businesses. The Passionswege also lead to parts of the city not especially known for their affinity for design.

Talks

Talks invite some of the most challenging designers of our times to give lectures on their specific approaches and experiences in design. A comparison between the creative scenes of Berlin and Vienna will be an issue. A second emphasis will focus on experiences of enterprises cooperating with designers.

Laboratory

VIENNA DESIGN WEEK Laboratory invites emerging graphic and product designers to develop and present a project on-site at the festival center, the kunstalle project space. In addition, talks and panels address a professional audience.

Stadtarbeit

Stadtarbeit acknowledges five ambitious projects which show the strength and vitality of design apart from its commercial applications. Social design is a focus in this format.

Education

VIENNA DESIGN WEEK Education offers tours for all! Workshops for kids and young people are offered as well, as guided tours for adults – for design beginners to specialists.

Program partners

Designers, institutions, museums, galleries as well as manufacturers and stores, complement the VIENNA DESIGN WEEK with a wide range of events and exhibitions on design.

VIENNA DESIGN WEEK – FACTS & FIGURES

From 2007 to 2011

- **Visitors:** from 12.000 to 30.000 (2011)
- **Program partners:** from 14 to 49
- **Invited designers:** from 10 to 60
- **Events:** 24 during the first year, over a hundred in 2011
- **Press clippings:** 204 Print, 324 Online (2011)
- **Facebook Fans:** 10.100 Fans (June 2012)

This year's festival-center will be at *project space karlsplatz*, other infopoints can be found at *stilwerk* and at *Gschwandner*.

VIENNA DESIGN WEEK 2012

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Festival: September 28 to October 7

Centrum: project space karlsplatz, Treitlstraße 2, 1040 Vienna

Infopoints: stilwerk, Praterstraße 1, 1020 Vienna

Das Gschwandner, Geblergasse 36–40, 1170 Vienna

Festivalwebsite: <http://www.viennadesignweek.at>

Facebook: <http://www.facebook.com/viennadesignweek>

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