

VIENNA DESIGN WEEK

WELCOME TO THE PLATFORM!

The PLATFORM is the place to showcase what is special - and now you have the chance to help shape this format. Since 2021, this revamped format of the VIENNA DESIGN WEEK has provided the ideal basis for presenting your work and products and for networking with the public and the creative scene.

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

With the 2024 edition of the festival, the program will be even more prominent and structured. This will give the PLATFORM partners additional attention. Once again, VIENNA DESIGN WEEK is focusing on quality rather than quantity. In order to achieve an effective presence, we will be happy to advise you and discuss your ideas with you in detail. This is how a PLATFORM – and a festival – is created from individual program items.

The PLATFORM programme items take place either at this year's festival headquarters or at independent locations throughout Vienna, which are organized by the organizers themselves and communicated by VIENNA DESIGN WEEK in the programme. You don't have your own venue, but would still like to take part? Get in touch with us and we'll see what we can do.

Make your project part of the VIENNA DESIGN WEEK!

APPLICATIONS WILL BE ACCEPTED UNTIL JUNE 15, 2024.

YOUR BENEFITS

- become an active part of a renowned design festival with ca. 35.000 visitors
- direct contact with the international professional audience as well as a broad, design-enthusiastic public
- exchange with the extensive festival network
- numerous synergies, contacts and new impulses
- national & international media attention
 - renowned journalists are invited to accompany the festival – and your project
- comprehensive presence in the festival programme
- intensive marketing and PR work on all our channels with a combined audience of 50k
 - Facebook, Instagram, Twitter, LinkedIn, YouTube, newsletter and website

VIENNA DESIGN WEEK

WE ARE OPEN TO YOUR CONTENT

Time, format, and content of PLATFORM projects are freely configurable: from a one-off workshop to an exhibition over the entire duration of the festival. You decide what you present and when! A festival thrives on its “now-or-never” character: show new content, communicate your work, and convince our audience to visit your presentation because it can only be experienced in this form during the festival.

Your contribution could be: a product presentation, talk, exhibition, installation, pop-up store, performance, workshop, work-in-progress, ...

WHAT DOES PARTICIPATION COST?

In order to be represented on the PLATFORM of the VIENNA DESIGN WEEK, partners contribute* to the festival budget:

€ 5.500 (excl. VAT).

€ 3,300 (excl. VAT) - SMEs, cultural institutions, universities

€ 1,100 (excl. VAT) - design studios, collectives, individual entrepreneurs

This fee helps to organise the festival and covers a share of the advertising, printed materials, web presence and editorial work as well as PR and project management. In order to strengthen the scene, the VIENNA DESIGN WEEK offers a limited number of discounted PLATFORM places. The funded places are awarded on a purely curatorial basis.

The costs for PLATFORM contributions are based on an independently organised and executed programme item as well as your own venue. Not included is the use of space in the Festival Headquarters, which is only possible by invitation in selected cases due to the limited space available. Given the possibility of using a space in the Festival Headquarters, the renting fee will be agreed separately.

INCLUDED SERVICES

- An exhibition/presentation during the entire duration of the festival
- One additional event in the festival calendar ("Drinks with...", party, workshop, talk, ...)
- A marked venue on the festival map
- Photo impressions of the contribution by the VDW photo team and their use in the context of reporting on the festival
- Promotion in the festival program
 - 1 program item on our website: Texts are revised, proofread, and translated by our editor
 - 1 event entry in the daily planner
 - 1 location entry (daily planner, website, app)
 - A permanent player profile on our website
- Promotion on social media and newsletter

VIENNA DESIGN WEEK

- National and international press work (see our [Best-Of Clippings 2023](#))

EXCLUSIVE ADD-ONS

per additional event at the same location

EUR 250

per additional event at a different location

EUR 500

Talk (within the talk setting of VDW)

EUR 350

Talk including streaming / Aufzeichnung

EUR 500

Ad banner within the programme section (website)

EUR 2.000

Ad banner in the newsletter, June - October

EUR 1.000

Ad banner in the newsletter, November - May

EUR 700

Editorial contribution in the newsletter (e.g. promo-code for subscribers, promotion of product launch)

EUR 800

Complete photo documentation of an exhibition: on request

Portraits of the protagonists: on request

Image video of an exhibition/event: on request

AND NOW?

If you are interested in participating, please send us a short concept including images. Should you have any questions or would like to discuss ideas, the VIENNA DESIGN WEEK team is at your disposal. **The deadline for submissions is June 15, 2024.**

CONTACT

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