

# VIENNA DESIGN WEEK

## OPEN CALL

### VIENNA DESIGN WEEK x IKEA: DARE TO DREAM

#### PROMOTER AND ORGANIZER

VIENNA DESIGN WEEK

Große Sperrgasse 26/Top 5, ground floor

1020 Vienna

Vienna, Austria

#### COOPERATION PARTNER:

IKEA Austria GmbH

Südring

2334 Vösendorf

Austria

## OCCASION

Let's sleep on it again... In their third year of collaboration, IKEA and the VIENNA DESIGN WEEK are setting off in a new direction together. With the open call DARE TO DREAM, the cooperation partners are inviting designers to develop ideas for one of the most important things in the world: sleep. The focus is on young, creative talents who want to use IKEA products to design new approaches, surprising installations and statements.

## OBJECTIVE

As part of the VIENNA DESIGN WEEK, three selected ideas will showcase different aspects of the influence of design on sleep. The installations should creatively engage with IKEA products, inspire different groups of visitors and, in the best case, even invite interaction.

## THEME

"Everything happens when you sleep - dare to dream!" Under this motto and with the help of IKEA products, the Open Call is looking for dream worlds, sculptures and installations, but also for concrete spatial solutions and product ideas. Whether it's a short nap or a deep sleep - often the time in bed (or wherever you go to sleep) is the only opportunity to really calm down and let your mind wander. What is really important? What do I wish for? In dreams, even the unattainable suddenly becomes possible!

# VIENNA DESIGN WEEK

## GENERAL CONDITIONS

The following must be observed when working together in the context of this competition:

- The three selected concepts will be implemented independently by the entrants for presentation at the VIENNA DESIGN WEEK and assembled and dismantled at the festival.
- Approximately 70% of the installation should be realized with IKEA products. All other required materials can be purchased. (The IKEA products will be provided by IKEA by arrangement).
- The installation must not contain any pornographic or political content.
- VIENNA DESIGN WEEK and IKEA will support the selected projects with advice on organization and implementation.
- The projects are part of the VIENNA DESIGN WEEK program and will be presented to the public at the festival headquarters as part of the IKEA exhibition.
- The projects and their designers will be presented by IKEA and the VIENNA DESIGN WEEK on social media, on the website and in the newsletter.
- The designers agree to be available during the VIENNA DESIGN WEEK and to supervise their installations if necessary.

## DISCLAIMER

*"We think it's great when IKEA products are used creatively. There are (almost) no limits to the imagination! However, safety should always come first. Please note that the IKEA guarantee and the right to return IKEA products expire if IKEA products are modified in such a way that they can no longer be resold or used for their original purpose." - IKEA AUSTRIA*

## SELECTION OF THE PROJECTS

A jury - consisting of experts, representatives of VIENNA DESIGN WEEK and IKEA - will select the three most suitable concepts/projects from the submitted projects. The call runs from April 25 to June 2, 2024 and the selection will be made directly after the submission deadline.

The project period for the production and implementation of the concept extends over the summer of 2024 and ends with the exhibition as part of the VIENNA DESIGN WEEK (20.9.-29.9.2024).

The three winners of the projects selected for realization will receive a short guided tour from IKEA as well as an insight into the current collections, where any questions can be clarified in advance.

# VIENNA DESIGN WEEK

## SUBMISSION

The documents will be used by the jury to select the winning projects. The best concepts/projects will be implemented by the winners during the VIENNA DESIGN WEEK and exhibited in the IKEA space. Applicants must have sent the following materials in full by June 2, 2024, 11:50 p.m:

- Concept, visualization
- Description of the idea
- contact form
- Curriculum vitae
- Copyright declaration
- Consent and publication

[UPLOAD HERE](#)

## CONSENT AND PUBLICATION

The participants agree to be available for interviews and portraits as part of the communication measures for participation in the VIENNA DESIGN WEEK and the Open Call and agree to the publication of these.

After the realization of the project and the exhibition during the VIENNA DESIGN WEEK, the object becomes the property of the designers.

## JURORS

The judging will take place on June 16, 2024, the three winning projects and all other applicants will be informed of the result in a timely manner.

The jury's decision is final. Legal recourse is excluded. No correspondence will be entered into regarding the jury's decision.

## PRIZES

The three selected winners of the competition will receive EUR 5.000 (incl.) prize money, as well as an additional material allowance (for additional material not from IKEA) of EUR 500 (incl.) for implementation on site.

# VIENNA DESIGN WEEK

## DEADLINE

Deadline for submissions is June 2, 2024 23:59

# VIENNA DESIGN WEEK

## LIABILITY/RIGHTS/RIGHTS OF USE

Participants acknowledge that the organizer and its partners and agents assume no liability for damage to the submission or for damage caused by the submission. By submitting their entries, participants grant VIENNA DESIGN WEEK and IKEA the right to use all provided contributions (photos, texts, illustrations, etc.) free of charge for exhibition purposes in connection with VIENNA DESIGN WEEK and this competition. In addition, VIENNA DESIGN WEEK and IKEA have the express right to document the submitted entries in the media and to use this documentation for advertising purposes. The organizers expressly state that the authorship of the submitters must be mentioned for any use, but assume no liability if third parties (e.g. media representatives etc.) do not comply with this request. This right of use applies in connection with the call, including publication in printed works, on the Internet, on data carriers and in the related application. If applicable, submitters must take care of the registration of intellectual property rights themselves. Furthermore, participants confirm that no third-party rights - in particular copyrights - are infringed by their participation in the competition and indemnify and hold harmless those responsible for publication against third-party claims. Legal recourse is excluded. By signing the entry form, the entrant agrees to the terms and conditions. Ownership rights remain with the author.

VIENNA DESIGN WEEK is responsible for handling the Open Call.

## CONTACT AND INFORMATION:

LAURA WINKLER

Head of Communication & Collaborations

M +43 680 2363119

[l.w@viennadesignweek.at](mailto:l.w@viennadesignweek.at)

## DATA PROTECTION

The party responsible for processing your data is VIENNA DESIGN OFFICE, Verein Neigungsgruppe Design, Große Sperlgasse 26/5 (EG), 1020 Vienna, Austria, +43 1 8906393, [office@viennadesignweek.at](mailto:office@viennadesignweek.at). If you have any questions about the collection, processing or use of your personal data or wish to assert your rights to information, correction or deletion, please contact VIENNA DESIGN OFFICE, Verein Neigungsgruppe Design, Große Sperlgasse 26/5 (EG), 1020 Vienna, Austria, +43 1 8906393, [office@viennadesignweek.at](mailto:office@viennadesignweek.at).

# VIENNA DESIGN WEEK

## ABOUT IKEA AUSTRIA

The Swedish furniture company IKEA has now also been represented in Austria for 45 years: In 8 stores, 7 planning studios, 2 logistics centers, 11 pick-up stations and various services, such as Click & Collect, around 3,600 IKEA employees provide inspiration non-stop.

IKEA's vision is to create a better everyday life for the many people through beautifully designed, functional, affordable and high-quality furnishings that are produced with respect for people and the environment. For IKEA, design therefore means combining form, function, quality, sustainability and a low price: IKEA calls this principle "Democratic Design" because everyone has a right to good furniture.

Find out more about IKEA [here](#).