

VIENNA DESIGN WEEK

WELCOME TO MIXER!

Do you want to present your programme at VIENNA DESIGN WEEK 2025, but don't yet have a suitable location?

The new **Mixer** format offers you the unique opportunity to be connected with a location in the city and present your work to an **international audience**. This audience includes designers, journalists, curators, interior architects, and other key opinion leaders in the creative scene.

We are looking for Austrian and international players from the fields of **product, furniture, textile, graphic and industrial design** who would like to exhibit their projects at VIENNA DESIGN WEEK 2025 (26.9.- 5.10.2025). Whether **hotels, restaurants, bars, showrooms, stores or studios** – the VIENNA DESIGN WEEK curatorial team will review your application and match you with a suitable location. This eliminates the time-consuming search for a suitable exhibition venue and possible rental costs.

Become part of our community and benefit from our many years of expertise in the fields of **marketing, PR and strategy**.

An application for Mixer is required to ensure that participants' contributions are of the highest quality. The application form is [linked here](#). The Open Call ends on **1 May 2025 at 24:00 (CET)**.



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THE BENEFITS

Join Mixer and take advantage of the following benefits:

BRAND/IMAGE BUILDING

- Become an active part of a renowned design festival with around 40,000 visitors
- Present your own content in a new, exciting setting provided by the VDW

COMMUNITY & NETWORK

- Direct contact with the international specialist audience and a broad, design-enthusiastic public
- Exchange with the extensive festival network
- Numerous synergies, contacts and new impulses, new business opportunities

MARKETING

- Extensive work on all our channels with an audience of over 50,000: Instagram, Facebook, Twitter, LinkedIn, YouTube
- Additional visibility through our newsletter and website

PR

- National and international media presence ([see Best Of Clippings 2024](#))
- Renowned journalists are invited to accompany the festival - and thus also your contribution



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A City Full of Design

PRESENT YOUR PROGRAMME IN A FRESH LIGHT



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If you **have exciting content** and are **looking for a suitable location** in the city, Mixer is the perfect place for you. You will have the unique opportunity to present and communicate your programme to an engaged audience. A festival thrives on its **'now-or-never' character**. Convince our audience of your contribution, because it can only be experienced in this form during the festival period.

VIENNA DESIGN WEEK is not a trade fair, but a design festival that **celebrates the joy of design**, tells the **stories behind products** and emphasises the **beauty of designers' work**.

We carefully curate our programme to showcase the diversity of design and to question the evolving role of design. Sustainability, circularity, and social design take center stage, along with the active engagement of our community.

We therefore expect our Mixer participants to

1. Showcase a compelling exhibition, product presentation, installation, or similar at a selected location throughout the entire duration of the festival.*
2. Help shape the festival with their own supporting programme (e.g., workshop, talk, drinks).
3. Incorporate or address sustainable, circular, social, and critical aspects of design.

* There is also the possibility of exhibiting at our **Festival Headquarters 2025**. Due to the limited space available, this option is only available in selected cases. However, you are welcome to indicate your interest in the Festival Headquarters in your application.

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CONNECTING YOU WITH A LOCATION

A key element of the VIENNA DESIGN WEEK is the strong connection between design and urban space. We are pleased to offer successful applicants not only a platform for their projects, but also a suitable location. Thanks to our network of versatile partners, we can make extraordinary locations accessible – from inspiring showrooms and elegant hotels to unexpected, unconventional spaces. This variety allows each project to be presented in a unique context.

The VIENNA DESIGN WEEK works hard to provide all successful applicants with a suitable location for their presentation – be it an exhibition, installation or other format. Please note, however, that we cannot guarantee an ideal or specific location. If no suitable space can be found, we will make every effort to work together to find an alternative solution to enable the best possible realisation of the project within the framework of the festival.

If you would like to have a venue but do not yet have suitable content, please contact us by e-mail at a.f@viennadesignweek.at.



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WHAT DOES PARTICIPATION COST?

To be represented at Mixer in the VIENNA DESIGN WEEK programme, participants pay a fee of **€ 5,500 (excl. VAT)**.

You may be eligible for one of our discounts!

40% discount: € 3,300 (excl. VAT) – SMEs, cultural institutions, universities

80% discount: € 1,100 (excl. VAT) – young design studios, small organisations

* This fee contributes to the organisation of the festival and covers a share of the marketing, printed materials, website and editorial work as well as PR and project management.

The costs for a Mixer contribution are based on an independently organised and implemented programme item and a separate venue. Not included is the use of a space in the Festival Headquarters, which is only possible in selected cases due to the limited space available. Should you receive a space in the Festival Headquarters, the costs of use will be agreed separately.

INCLUDED SERVICES:

- Presentation of a content at the VIENNA DESIGN WEEK
- Presentation of a supporting programme at the VIENNA DESIGN WEEK
- Provision of a location to present a content
- 1-on-1 support and advice from the VIENNA DESIGN WEEK team of experts
- Marketing:
 - Editing of your contribution incl. proofreading and translation into English
 - Promotion of the programme item via social media, newsletter and website
 - Permanent player profile on the website ([see player profiles](#))
 - Folding map: One venue on the festival map, event entry in the daily planner
 - Provision of printed materials (poster, folding map, stickers) and a sign for placement at your location during the VIENNA DESIGN WEEK
- PR in co-operation with the agency What 1f. Communications
 - National and international press relations ([see Best Of Clippings 2024](#))
 - Publication of press material for your contribution on the VDW press page ([see press page](#))
 - Announcement of participation at the press conference (March/April) in case of timely application
- Photo impressions of your contribution by the VIENNA DESIGN WEEK photo team (no guarantee of completeness) for use in the context of the VIENNA DESIGN WEEK
- Invitation to the opening event on 25 September 2025 at the Festival Headquarters 2025

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ADDITIONAL ADD-ONS*

— per additional event as part of the supporting programme	
— at the same location	EUR 250
— at another location	EUR 500
— Talk (in the talk setting of the VDW Festival Headquarters)	EUR 350
— incl. streaming / recording	EUR 500
— Advertising banner in the programme (website)	EUR 2.000
— Advertising banner in the newsletter June to October	EUR 1.000
— Advertising banner in the newsletter November to May	EUR 700
— Editorial feature in the newsletter (e.g. discount code for subscribers, promo for product launch)	EUR 800

* The costs are exclusive of VAT.

APPLY NOW

If you are interested in taking part, please complete the [application form](#). We will review your application and get back to you within 14 working days with a decision and the next steps. If you have any questions or would like to discuss ideas, the VIENNA DESIGN WEEK team will of course be happy to help at any time.

The submission deadline is **1 May 2025 at 24:00 (CET)**.

CONTACT US

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[Book a meeting with Alma](#)