

BERLIN DESIGN WEEK 2021

Following seven exhibitions, 50 talks and digital presentations, 150 national and international participants, **BERLIN DESIGN WEEK 2021** came to an end on the evening of June 6.



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With this year's theme of "New Traditions," BNDNWK once again shone the spotlight on design as a driver of necessary social change and economic innovation. The events brought together a range of fields and design disciplines, drawing participants from areas such as urbanism, design education, digitalization, sustainability, cultural integration, artificial intelligence, VR, and biophilic design, highlighting new approaches for addressing the major challenges of our time.

The program of this year's BNDNWK program focused on talks, panel discussions, and presentations via the BNDNWK TV channel, as well as digital interventions. The **Designing Voices** panel presented a new discourse on sound design, with musicians, performance artists, sound designers, and acoustic engineers discussing the soundscape of urban spaces and how they could be designed in the future. During the **VUCCA talk series** held by state of Design Berlin e.V., experts from the fields of business, social entrepreneurship, cultural management, educational research, and de-

sign and architecture discussed the impact of **VUCCA** (Volatility-Uncertainty-Complexity-Corona*-Ambiguity) on education and the learning environment and shared the latest insights into the in-demand skills and qualifications of the future. The **iF design panel Sustainable Together** addressed the increasingly urgent demands on design and product development in the pursuit of a sustainable future. The talk **The Bauhaus is dead - Long live the Bauhaus?** explored the question of whether the myth of Bauhaus remains valid today and discussed the topic of design in transition. **HTW Berlin** (University of Applied Science) showed **design experiments in virtual space** by students of communication design, investigating new modes of communication and the designing of emotions.

The exhibition **The Future of Living** demonstrated the innovative ways in which Slovenian design responds to future challenges through products that stand for functionality and creative ways of processing local raw materials and new production methods

based on regional craftsmanship and sustainable technologies. With its **Braun 100** and **Luigi Colani and Art Nouveau** exhibitions, Bröhan Museum honors pioneering spirit and innovation in design, with both shows remaining open until August 29. **Workshops**, digitally guided **tours**, the **DESIGN POOL** design market at Bikini Berlin, and **OPEN STUDIO NIGHTS** with 66 participants rounded out the diverse program of this year's BNDNWK.

The **OPEN STUDIO NIGHTS**, commissioned by Berlin's Senate Department for Economics, Energy and Public Enterprises, were the closing highlight of the BNDNWK. The OSNs were co-funded by Berlin's Senate Department for Economics, Energy and Public Enterprises and the European Regional Development Fund (ERDF).

BNDNWK 2022

The next BNDNWK will take place from May 12 to 22, 2022.

First confirmed event is the presentation of the iF Design Awards on 16 May at Friedrichstadtpalast.

Further information

www.berlindesignweek.com

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