



**berlin
design
week**



27.04.—
05.05.24

INSIGHTS

berlindesignweek.com

BERLIN DESIGN WEEK AT A GLANCE

The BERLIN DESIGN WEEK presents new approaches and trends from within a design culture centered around innovation and sustainability.

Design as a culture of knowledge that combines and visualizes the latest findings from the fields of design, teaching, research and industry. Design is presented and discussed as a central problem solver and transformer, as it has long since outgrown the role of form-giver.

With this alignment, the BERLIN DESIGN WEEK closes a gap in the national and international design calendar and, as an umbrella for various sub-formats, reaches a wide audience of experts as well as a large community of design enthusiasts and consumers beyond national borders.

THE THEME OF BER-
LIN DESIGN WEEK 2024
„INSIGHTS“ WILL RUN
THROUGH THE ENTIRE
PROGRAM.

INSIGHTS invites participants to provide visitors with insights into current work and processes. A look behind the scenes of successful innovation stories that shows how good design is created. An inward look that helps to focus on the essentials. Designers, design studios, design collectives, brands, companies, agencies and institutions can register to take part. Start-ups and big players, scientists, research groups and career changers. Diversity, trends and design approaches that envision and shape our future form the core of our program. Scientific progress, young ideas and ethical responsibility flow into the design of tomorrow at BERLIN DESIGN WEEK.

BERLIN DESIGN WEEK - Umbrella of varied design formats

Formats include exhibitions, lectures, panel discussions, showrooms, product presentations, experiments, interactive installations, pop-up stores, performances, workshops, work-in-progress, tours and more. Online and offline. Participation can be your own format in your own location, or you can take part in one of the existing sub-formats. Whether under the umbrella of existing formats or with your own ideas - everyone who, like us, believes in the transformative power of design is invited to participate.

DESIGN+SCIENCE

Two of the most exciting disciplines come together. Exhibitions, workshops and panels shed light on how research and design work together to create progressive solutions.

BERLIN DESIGN NIGHTS

Berlin design professionals from young talents to big players open their doors and welcome you. Get-togethers, networking evenings and exciting impulses live and on site.

BERLIN DAY

Berlin design professionals from young talents to big players open their doors and welcome you. Get-togethers, networking evenings and exciting impulses live and on site.

DESIGN POOL

The only retail format of the BERLIN DESIGN WEEK. Trends, highlights and real treasures.

NEXT | YOUNG EUROPEAN DESIGN PERSPECTIVES

Outstanding, contemporary design by young designers and design studios from all over Europe, on display at the Kunstgewerbemuseum.

IF DESIGN AWARD NIGHT 2024

One of the most prestigious design awards in the world - with almost 11,000 entries from 56 countries in 2023.

FURTHER PROGRAM WILL FOLLOW.

With these and other formats, the BERLIN DESIGN WEEK network stretches from our main location in the Peter Behrens Bau on BE-U | Behrens-Ufer throughout Berlin with many highlights.

Details and continuously updated information can be found on our website.



berlin
design
week

**BERLIN
DESIGN**

berlin
design
day

27.04.

COME TOGETHER!

The Berlin Design Day as the kick-off of the BERLIN DESIGN WEEK: The stage is yours! We want to learn from each other, get fresh inspiration and network

To this end, we are awarding 8 speaker slots of 20 minutes each. „Insights“ is the focus of this year's BERLIN DESIGN WEEK: We are interested in the stories behind good designs, products and experiences! How do you come up with innovation? How do you convince doubters? How do you use design as a driver for economic, ecological and social sustainability?

Creative, diverse, cosmopolitan, sustainable - or simply a good place to celebrate? What makes Berlin a design metropolis and what is Berlin design particularly good at?

We don't just want to talk about everyday topics, but also exchange inspiration that will drive you until the next BERLIN DESIGN WEEK: What topics will define the next design years? Which emerging technologies do you see in the spotlight over the next few years?

Which design discipline - or interdisciplinary crossover - is most expected?

The BERLIN DESIGN DAY is the kick-off event of the BERLIN DESIGN WEEK and is a cooperation between Berlin Design e.V. and the BERLIN DESIGN WEEK. Our speaker session will be followed by an open networking session. Food and drinks will be provided. The event space offers room for 140 guests; in addition to Berlin designers, national and international professionals are invited. Participation will be free of charge. Our location is the Peter-Behrens-Bau, which is also the central location of the BERLIN DESIGN WEEK with numerous exhibitions. A shuttle service is available for transportation.

HOW DO I GO ABOUT PARTICIPATING?

If you are interested in participating, please send a short description of your presentation and brief information about you as a designer, your studio or your company using the form at:

<https://berlindesignweek.com/en/participating/submit-preapplication-bdd/>

After the BERLIN DESIGN WEEK and BERLIN DESIGN e.V. have reviewed the material and agreed with the program partner, you will receive access to our online portal where you can upload your product details.

Registration is possible from March 11th to March 24th, 2024.

WHAT ARE MY BENEFITS AS A PROGRAM PARTNER?

Partners benefit from BERLIN DESIGN WEEK and its partners' broad network in the areas of design, culture, industry and business as well as from exchanges and contact with an international audience that includes both experts in the field and design lovers.

Moreover, participants benefit from national and international public relations organised by BERLIN DESIGN WEEK and communication disseminated via BERLIN DESIGN WEEK's social media channels and newsletter.

Social Media: instagram, linkedIn, facebook
 12.000 follower
Newsletter: 6.000 recipients

BERLIN DESIGN WEEK fills a gap in the national and international design calendars and creates an attractive platform on which companies, institutions and individuals can effectively position themselves.



**berlin
design
week**

2024

AT

PETER

BEHRENS

BAU, BE-U |

BEHRENS- UFER



BERLIN DESIGN WEEK 2024 will be the closing party for an industry icon, and the opening party for exciting projects in the future!

For the very last time, the Peter Behrens Building will be accessible in its original state. We're thrilled to bits that this landmark will be the central location for Berlin Design Week 2024!

Conversion into a new future will begin few days after BERLIN DESIGN WEEK 2024 closes its doors. The building will then be part of what is currently Berlin's largest urban development project, aiming to create an ecologically and socially sustainable neighborhood with room for global tech as well as for local people.

A century ago, this area was once already a high-tech complex, known throughout the world for its electro industry. And the very halls in which AEG manufactured electric cars (yeah, EVs! –Google it) back then will host BERLIN DESIGN WEEK's DESIGN & SCIENCE format.

Architect, designer and typographer Peter Behrens is not only a pioneer of modern industrial design. He understood very well how design impacts our society, and that technology needs a bridge to us human beings to bring true innovation and progress about.

All this reminds you of today? It does to us. And thus, it feels like a big serendipity to have won this place for BERLIN DESIGN WEEK 2024!

The Peter Behrens Building is not only a landmark – it is also a terrific event and exhibition space in which virtually everything is possible:

- 3000m² indoor exhibition space in total
- thereof 1000m² accessible with car-sized freight elevator
- three-phase current connections
- stage area for 120 pax seated
- outside food court & bar/café inside
- EV shuttle fleet commuting from and to downtown Berlin
- VIP arrangements possible in various charismatic venues, e.g. the tower, once Germany's highest secular building

Talk to us so we can arrange the exhibition, installation or workshop space that's best for you during BERLIN DESIGN WEEK 2024.



REACH BERLIN DESIGN WEEK



PRESSE & PRINT ONLINE 480.000

SOCIAL MEDIA 42.000

TV & RADIO 94.000

VISITOR NUMBERS
national and international

2022: 10.000

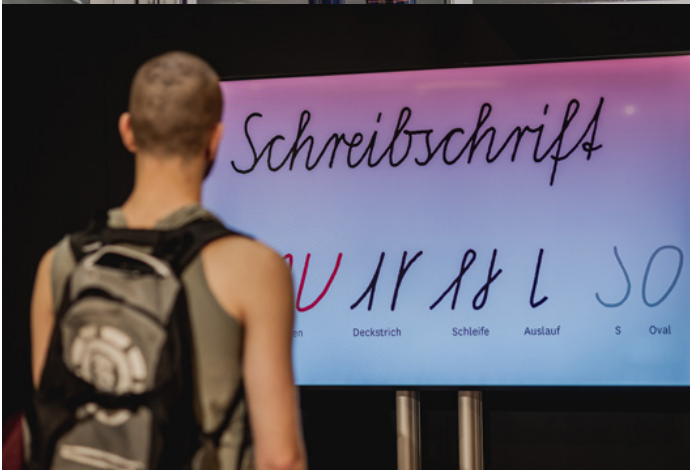
2023: 13.000

2024: 18.000 expected

The reach of the BERLIN DESIGN WEEK offers participants and partners the opportunity to gain visibility and to position with own messages.

IMPRESSIONS BERLIN DESIGN WEEK







CONTACT

Programm & Location

Alexandra Klatt
sayhello@berlindesignweek.com
Nick Stübe
contact@berlin-design.org

Press

Katrein Baumeister
berlindesignweek@agentur-baumeister.com

www.berlindesignweek.com
www.berlin-design-network.org

state of DESIGN GmbH
Kolonnenstraße 8
10827 Berlin, Germany
CEO Alexandra Klatt

info@berlindesignweek.com
www.berlindesignweek.com

USTID: DE332736998
HR218534 AG Charlottenburg

Bank: state of DESIGN GmbH
IBAN: DE07430609671076736000
BIC/SWIFT: GENODEM1GLS

