



**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.

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
nights

02.05.—03.05.

COME TOGETHER!

The BERLIN DESIGN NIGHTS are an integral part of the BERLIN DESIGN WEEK and are open to all designers, agencies, institutions, labs or studios based in Berlin. On two evenings the studios invite with small exhibitions, presentations or talks to get to know their studios and work and to exchange and network.

Explorative Visionary Global
bal mindset Urban Pioneers & design experts Style- and trend-conscious Tech-savvy
Conscious & sustainable consumers High quality standards

BERLIN DESIGN WEEK offers a platform for new opportunities, for experimentation and combining various disciplines and media.

HOW DO I GO ABOUT PARTICIPATING?

If you are interested in participating, please send a short description of your projects including images and brief information about you as a designer, your studio or your company using the form at: <https://berlindesignweek.com/en/pre-application/>

After the BERLIN DESIGN WEEK has 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
February 20 to March 17th, 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.

PARTICIPATION FEES

The fees listed below apply for one independently organised event for BERLIN DESIGN WEEK at an existing location or a location organised by the applicant.

All prices indicated are subject to VAT.

DESIGNERS, DESIGN STUDIOS, DESIGN COLLECTIVES, BRANDS, COMPANIES, AGENCIES:

10 or more employees EUR 200

11 to 50 employees EUR 350

More than 50 employees EUR 500

CULTURAL INSTITUTIONS, EDUCATIONAL INSTITUTIONS, RESEARCH INSTITUTIONS:

Flat rate EUR 350

You can create one event on May 2nd and/or May 3th.



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

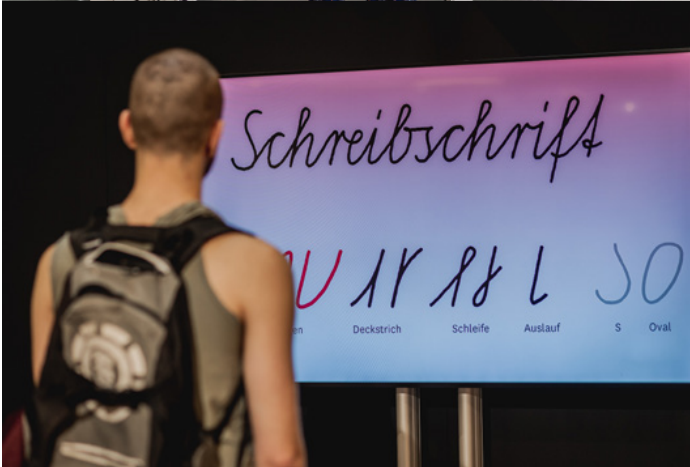
2023: 13.000

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

Jan Mirus

sayhello@berlindesignweek.com

Press

Katrein Baumeister

berlindesignweek@agentur-baumeister.com

www.berlindesignweek.com

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

