



**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.

OPEN STUDIO 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.

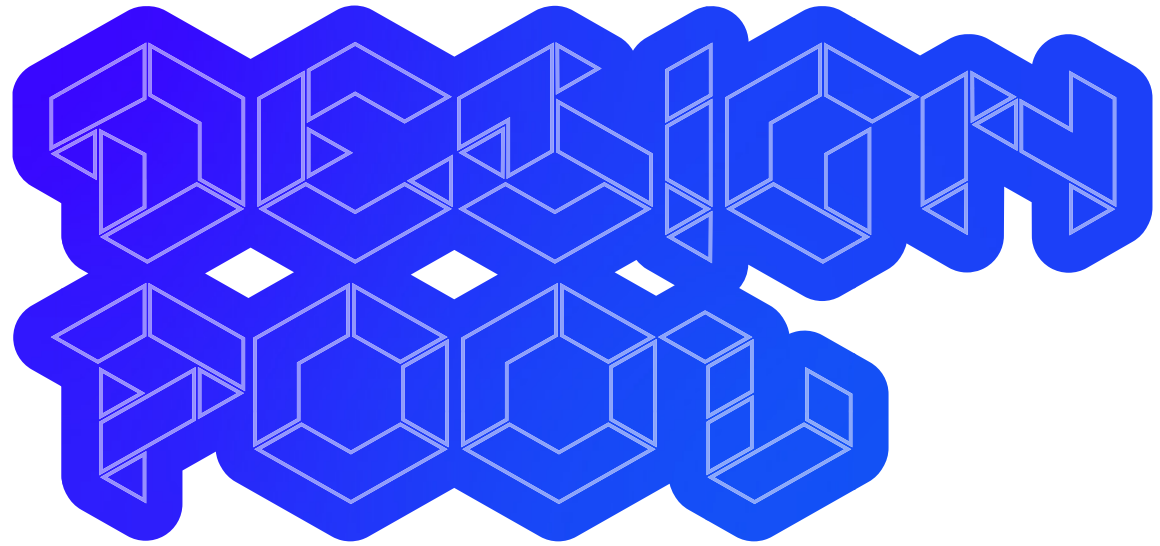
IF DESIGN AWARD NIGHT 2024

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.



TEMPORARY
SHOWROOMS
BERLIN DESIGN WEEK

APR 27—28, 2024

DESIGN POOL

DESIGN POOL allows national and international designers and studios to showcase their products in temporary showrooms as part of BERLIN DESIGN WEEK.

Products may range from furniture design, print design, communication design, interface design and light design all the way to home goods and lifestyle accessories.

THIS YEAR'S DESIGN POOL WILL TAKE PLACE
FROM 27. TO 28. APRIL 2024.
OPEN DAILY FROM 12:00—18:00 AT

PETER BEHRENS BAU, BE-U | BEHRENS- UFER

WHAT ARE MY BENEFITS?

Participants benefit from BERLIN DESIGN WEEK and its broad network in the areas of design, culture, industry and business. Exchanges take place with an international audience that includes both experts in the field and design lovers. Integrated into the iconic Behrens Bau, the curated DESIGN POOL becomes a holistic design experience on all levels.

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.



WHERE WILL I BE PLACED?

On the following pages, we present the iconic building where the DESIGN POOL and many other BERLIN DESIGN WEEK activities will take place. We select the rooms to match your desired size and your collection. You can customize the room according to your wishes, we will send you sketches and photos in good time. Basic lighting is available, special lighting must be installed by yourself and clarified with us if necessary.

HOW MUCH DOES IT COST TO PARTICIPATE?

120,00 €/sqm plus VAT
from 10sqm 100,00 €/sqm plus VAT
Minimum area 6sqm, maximum stand size 25sqm

The participation fee includes:

- > space
- > Power outlet, max. 1,0 KW
- > Entry in the program on the BERLIN DESIGN WEEK website
- > Entry in the digital map of BERLIN DESIGN WEEK
- > official market registration by BERLIN DESIGN WEEK, no further applications (travel trade) required.
- > BERLIN DESIGN WEEK shuttle service for visitors to the location.

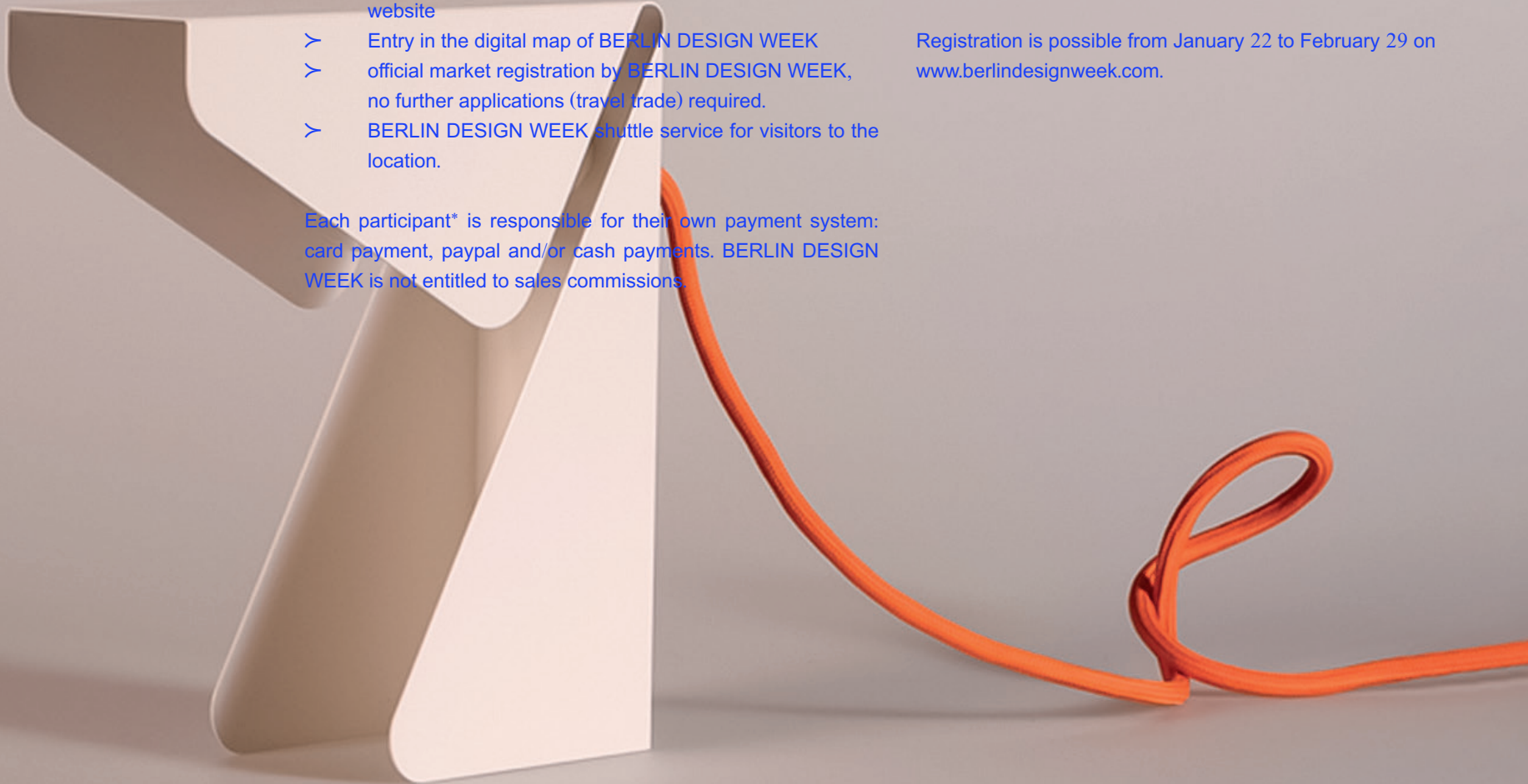
Each participant* is responsible for their own payment system: card payment, paypal and/or cash payments. BERLIN DESIGN WEEK is not entitled to sales commissions.

HOW DOES IT WORK?

If you are interested in participating, please send a brief overview of your products including pictures and a short description of your studio, your company or you as a designer, using the form at berlindesignweek.com/en/pre-application//

Once BNDNWK has reviewed your submission and confirmed your participation, you will receive access to our online portal where you can upload all of your data, your concept and images.

Registration is possible from January 22 to February 29 on www.berlindesignweek.com.





**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.

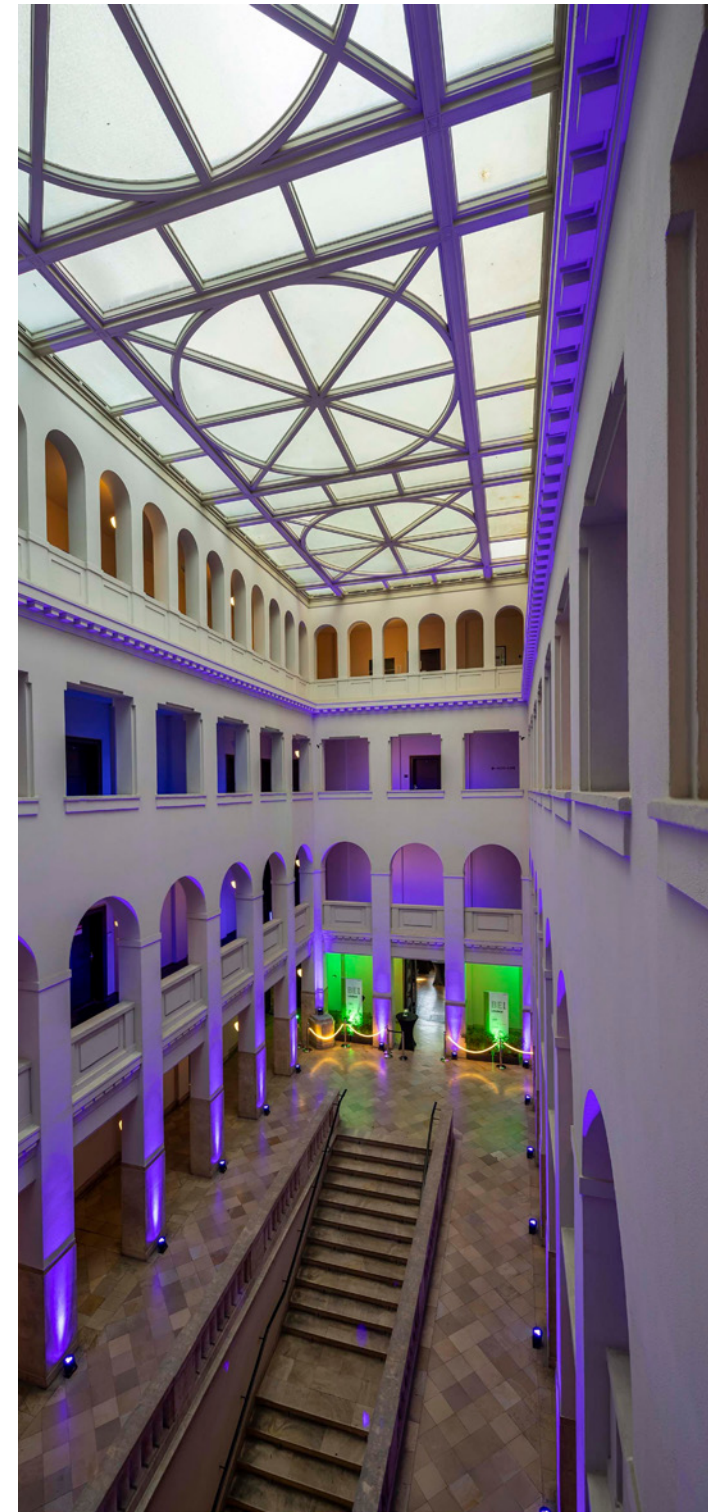
All this reminds you of today? It does to us. And thus, it feels like a big serendipity to have won this place for BERLIN DESIGN WEEK 2024!

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

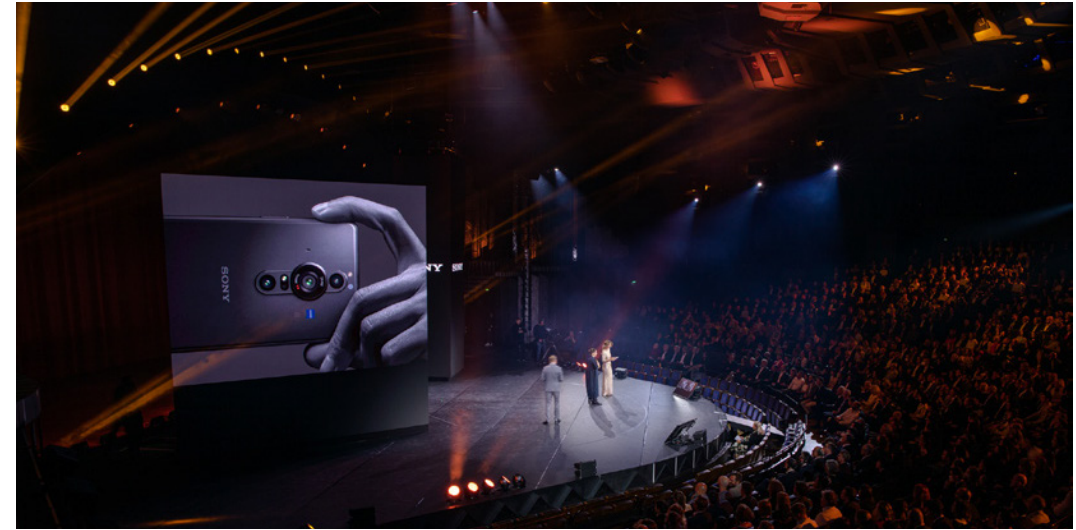
- 3000m² indoor exhibition space in total
- thereof 1000m² accessible with car-sized freight elevator
- three-phase current connections
- stage area for 120 pax seated
- outside food court & bar/café inside
- EV shuttle fleet commuting from and to downtown Berlin
- VIP arrangements possible in various 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

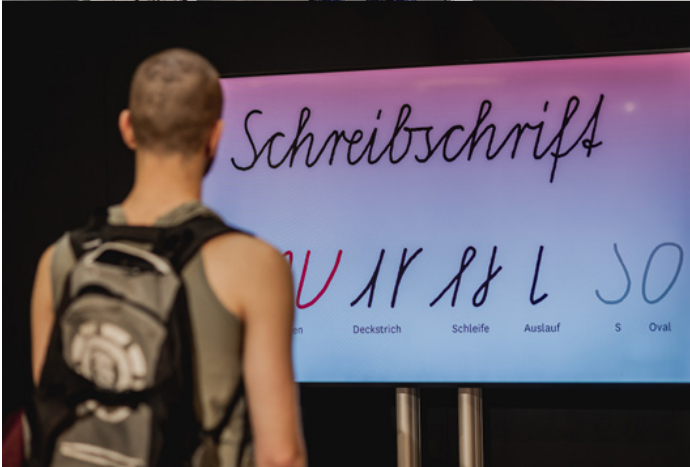
2023: 13.000

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







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