



**berlin  
design  
week**



27.04.—  
05.05.24

**INSIGHTS**

[berlindesignweek.com](http://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.



# DESIGN + SCIENCE

27.04.—05.05.2023

BE-U|BEHRENS-UFER BERLIN - PETER BEHRENS BAU

# DESIGN + SCIENCE AT A GLANCE

The two most exciting disciplines in the world united for our future: for the second time, Berlin Design Week 2024 will focus on this interface and ask how the two can work together symbiotically in solving problems and answering questions that are essential for us and our planet.

Both share a curiosity and a mission of challenging the status quo and breaking new ground. Both are trailblazers and problem solvers.

# IN DETAIL

The latest format of the BERLIN DESIGN WEEK, DESIGN + SCIENCE highlights the intersection of two fascinating disciplines that are natural allies: Both are driven by unquenchable curiosity; both are united by a mission to leave familiar territory.

Research and technology give us almost limitless possibilities - and thus the power to change society and our planet. But for innovation to become true progress for people and the planet, design is needed: it builds bridges and touchpoints, opens up technology for people and embeds it in a framework of social relevance and ethics.

What opportunities arise for us when DESIGN + SCIENCE work hand in hand? How well does the collaboration work and what should it look like in the future? The DESIGN + SCIENCE format of Berlin Design Week poses and answers these questions together with designers, architects, researchers, engineers, innovative companies and universities. With exhibitions, symposia and workshops, we are addressing a specialist audience and interested members of the public.

With design in the very definition of the BERLIN DESIGN WEEK, as a mediator of a culture of knowledge and a central element of our everyday lives, DESIGN + SCIENCE has found the ideal location at BE-U | Behrens-Ufer. The innovation LABs were founded in the fall of this year. The work of the innovation LABs will initially focus on the four key themes of energy, food, urban development and art and culture. The topics reflect the special potential of the area, as an urban center is being created at BE-U that sets new standards in terms of energy supply, food culture and quality of stay.

The innovation LABs are intended to create platforms for exchange and development that serve the exchange of knowledge and thus the further development of the location and allow society to participate in the developments in the district.

The special thing about the innovation LABs is the combination of theoretical know-how with real implementation. The members of the LABs come from different departments or specialist areas and bring different skills and experience to the table. The overarching question is: What can workspaces and urban districts that focus on people look like in reality?

# FOCAL POINTS AND TOPICS

BERLIN DESIGN WEEK 2024 EXAMINES DESIGN + SCIENCE FROM TWO PERSPECTIVES:

## FROM PEOPLE TO TECHNOLOGY

Behind every research, every technology, there are people's thoughts, emotions, ambitions, dreams and needs. How can design pave the way for these people to ever new achievements? It is no coincidence that our location is the Behrens-Ufer. When the Peter Behrens Building was opened over 100 years ago in a global hotspot for electrical engineering, the architects knew how important the working environment and processes were. At this location, DESIGN + SCIENCE explores how architecture, workspace design, UX, product design, UI and visualization can become a power-up for technology pioneers.

## FROM TECHNOLOGY TO PEOPLE

In three fields, DESIGN + SCIENCE examines how research and technology interact with design to ensure true progress and a future worth living:

- How does great design create applications and thus also business models for methods and materials? And vice versa: What do new methods and materials do with the paradigms of design?
- A perfect fit: We investigate how physical and virtual products only become a seamless extension of our own possibilities through the interplay of DESIGN + SCIENCE.
- Smart City, Smart Mobility, Smart Energy - how can „smart“ also become human, approachable and fair? The intersection of DESIGN + SCIENCE will determine how we live together in the future, how we move around and how we fulfill our needs. At Behrens-Ufer, we design and discuss scenarios for our future in an international setting.



**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!

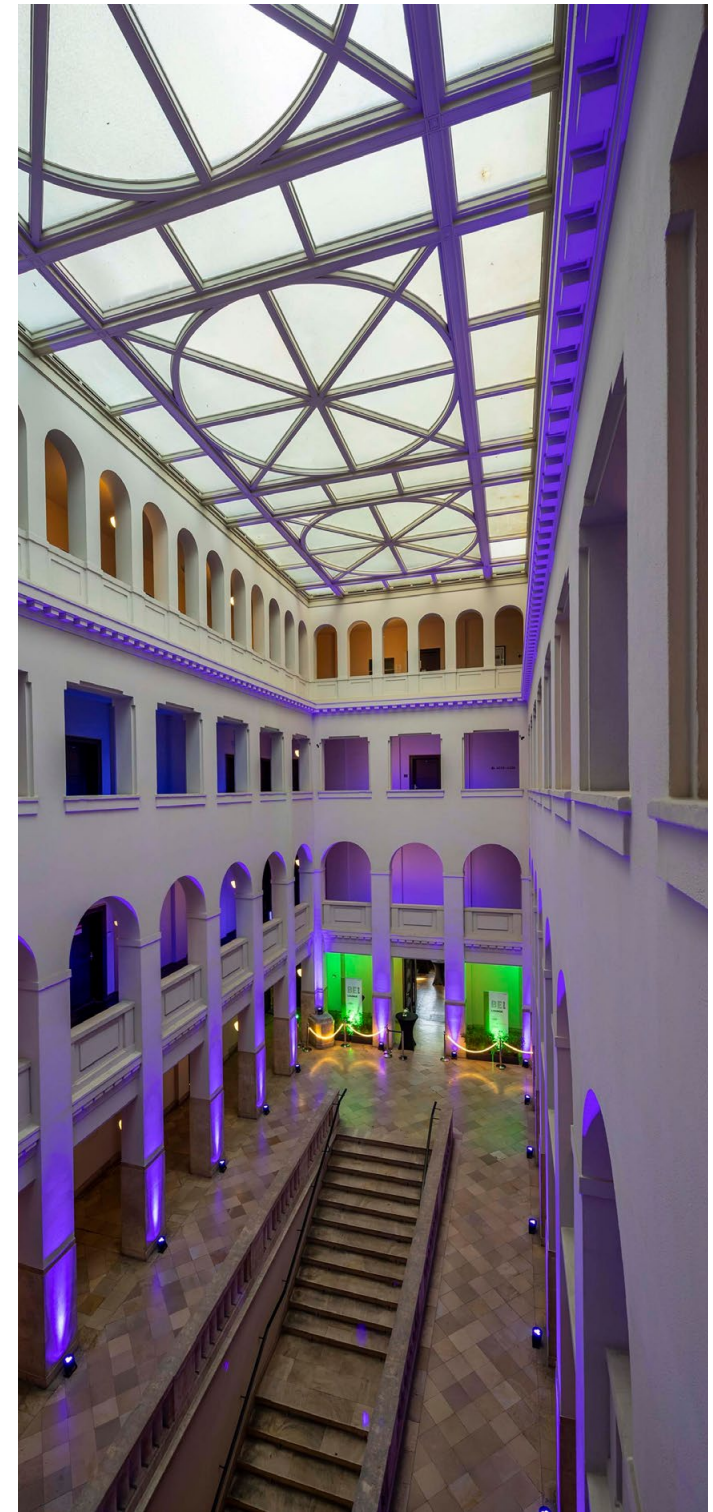
## The Peter Behrens Building is not only a landmark – it is also a terrific event and exhibition space in which virtually everything is possible:

- 3000m<sup>2</sup> indoor exhibition space in total
- thereof 1000m<sup>2</sup> 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

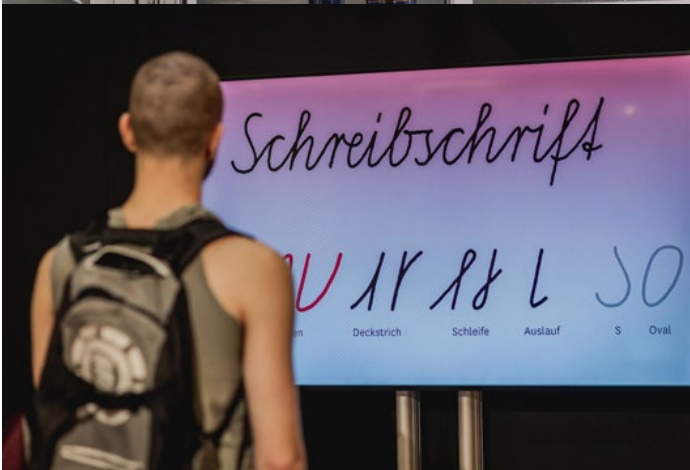
2024: 18.000 expected

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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