



## PRESS RELEASE

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### BERLIN DESIGN WEEK 2024

## The design festival announces this year's central location and gives first insights into the program

In its seventh edition, which will take place from April 27 to May 5, 2024, BERLIN DESIGN WEEK is once again inviting visitors to delve deeper under the guiding theme of "INSIGHTS": **"Once again, we aim to capture design in its entirety - not just as an aesthetic discipline, but as a means of demonstrating solutions to social, technological and ecological issues,"** explains Alexandra Klatt, Director of BERLIN DESIGN WEEK. The festival has found the perfect location for this: the iconic Peter-Behrens-Bau in Oberschöneweide.

The imposing building is not only a symbol of the industry's evolution. Its architect, designer, and typographer, Peter Behrens, also understood how design affects society and can act as a bridge between people and technology. After the festival, the Peter-Behrens-Bau will be closed for extensive renovations as part of the BE-U | Behrens-Ufer transformation project to become part of a new, ecologically and socially sustainable district.

### [A first look at the still growing program](#)

#### **DESIGN + SCIENCE: A fusion of creativity and innovation**

**April 27 & 28 | Peter-Behrens-Bau**

At the heart of BERLIN DESIGN WEEK is once again the festival's DESIGN + SCIENCE format, which focuses on the central role of design at the interface to science and research with exhibitions, symposia and workshops. The format questions how design can function as a mediator of a culture of knowledge and as a central element of everyday life.

#### **NEXT: Young European Design**

**April 27 - May 5 | Kunstgewerbemuseum**

NEXT, the follow-up format to YOUNG TALENTS presents young design talents from Europe who deal with the sustainable design of the future in their work. Initiated by EUNIC Berlin and BERLIN DESIGN WEEK in cooperation with the Kunstgewerbemuseum der Staatlichen Museen zu Berlin, NEXT offers a platform that shows how design from Europe can drive social change and act as a catalyst for innovation.

#### **DESIGN POOL design market**

**April 27 & 28 | Peter-Behrens-Bau**

Designers are once again invited to present and sell their crafts and products. The market offers a wide range of small series, special editions and new creations from interior, jewellery, industrial and fashion design. Special attention is paid to regenerative, sustainable and digital design.



## **Become a program partner of BERLIN DESIGN WEEK**

National and international designers, design studios, collectives, brands, companies, research facilities and institutions can apply to participate until February 29, 2024. All information on the application process, selection criteria and costs can be found on the festival website at [berlindesignweek.com](http://berlindesignweek.com).

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## **BERLIN DESIGN WEEK 2024**

April 27 – May 5

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### **About BERLIN DESIGN WEEK**

BERLIN DESIGN WEEK is an annual festival that highlights and celebrates the diversity of design in Berlin and beyond. It offers a platform for designers, companies and organisations to present and discuss the latest trends and innovations in the field of design. The main location of BERLIN DESIGN WEEK 2024 is the Peter-Behrens-Bau in Oberschöneweide. The historic building is part of the BE-U | Behrens-Ufer project, which, in the coming years, will be transformed into a sustainable urban district unlike any other in the world.

### **Program partner**

The BERLIN DESIGN WEEK and the NEXT, Young European Design format were supported by the IKEA Foundation. Parts of the DESIGN+SCIENCE program were commissioned by the Senate Department for Economics, Energy and Public Enterprises/ Projekt Zukunft Berlin. The DESIGNPREIS BRANDENBURG exhibition was commissioned by the Ministry of Economics, Labor and Energy of the State of Brandenburg.