



PRESS RELEASE
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BERLIN DESIGN WEEK 2024

A diverse programme at the Peter-Behrens-Bau

From 27 April to 5 May 2024, the Peter-Behrens-Bau in Oberschöneeweide will be the heart of BERLIN DESIGN WEEK 2024. Visitors can look forward to a comprehensive programme including everything from exhibitions to talks all the way to interactive workshops, all offering in-depth insights into innovative design concepts.

“The Peter-Behrens-Bau in Oberschöneeweide is the perfect place to discover all the different facets of design and to shape our visions of the future,” says Alexandra Klatt, Director of BERLIN DESIGN WEEK. **“This imposing structure, designed by visionary architect and designer Peter Behrens, represents the connection between design and society – an aspect that is particularly important to us at BERLIN DESIGN WEEK.”**

BERLIN DESIGN DAY

The BERLIN DESIGN DAY design conference, presented by Berlin Design e.V. and BERLIN DESIGN WEEK, is the BERLIN DESIGN WEEK 2024 kick-off event and will be held **on 27 April** in the studio of the Peter-Behrens-Bau. Eight speakers will discuss the processes and strategies behind successful design solutions in 20-minute slots. From business insider talks to best-practice examples, BERLIN DESIGN DAY will offer insights into how designers develop innovative ideas, harness new technologies for the good of society and bring successful design concepts to life.

DESIGN + SCIENCE

DESIGN + SCIENCE is a format unique to BERLIN DESIGN WEEK. It consists of exhibitions and talks dedicated to highlighting the vital role of design at the intersection of science and research. Experts including **Duann Scott**, founder of the world’s leading computational design symposium (CDFAM), will offer insights into the latest developments in the field of computational design and innovative manufacturing methods. The rail vehicle manufacturer **Alstom** will present its vision for the future of mobility. **Siemens Healthineers** will demonstrate an approach to making medical imaging child-friendly, making sedatives before MRIs unnecessary and overcoming fears in a playful way. **Urban water management specialist Ralf Steeg** will offer a concept for greening urban bodies of water together with innovation strategist Jan Mirus. **Robotics pioneer Sebastian Voigt** will illustrate new approaches to manufacturing with a combination of three robotic processes using the example of a chair. And, last but not least, four digital media designers will present exhibitions that blur the borders between **design, AI and VR**, and representatives of the Cologne-based company Wahnsinn Design GmbH will hold a live **“UX Consultation”**.

DESIGN POOL design market

BERLIN DESIGN WEEK’s retail concept will be held from 27 to 28 April. Once again this year, visitors can discover a wide range of products – from interior design to jewellery all the way to industrial design and fashion. For example, the iconic Rowac-Schemel (Bauhaus-Schemel), which the Chemnitz-based brand **Rowac** recently brought back to the market. **Designstudio Bodega** from Costa Rica will showcase everyday objects made of metal, which were created in cooperation with motion graphics animator Liagavi. Berlin-based Chinese



ceramic artist **Fëier Wáng** will be selling a selection of her handmade and everyday objects made of earthenware and ceramic. **Ninety Furniture** from the Netherlands will present their sustainably produced furniture collection.

Free form events

Highlights in the free-form events category will include an exhibition organised by the UK-based **PATCH Lab** in which they combine 3D-printing with hand-weaving with recycled plastics. The resulting products are inspired by the centuries-old practice of repairing fishing nets. Germany-based **Gaez Sothy Studio** researches the connection of design, philosophy and creatives forms of movement like yoga. **BE | U Labs** will be hosting two panel discussions on sustainability in urban development. The events will be accompanied by a tasting of sustainable foods and a presentation of the sustainable energy concept that was developed by DIEAG, GASAG and additional partners as part of the redevelopment of the BE-U | Behrens-Ufer. **MYRIAD. Where we connect.** is a multimedia installation on animal migration at the intersection of art, science and storytelling. The installation comprises extensive audiovisual projections, an award-winning virtual-reality experience where visitors can follow the travels of a green sea turtle, a polar fox and the northern bald ibis, and a 360° 3D documentary film. Furthermore, another exhibition will present selected nominated and award-winning works from the **Designpreis Brandenburg 2023** competition.

Program now online

This is an excerpt of the BERLIN DESIGN WEEK 2024 programme, which will be available in full at www.berlindesignweek.com. The digital programme will include dates, times and registration options for all events as well as further information on all participating designers, companies and institutions.

BERLIN DESIGN WEEK 2024

April 27 – May 5

berlindesignweek.com | Press area

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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

Parts of the DESIGN+SCIENCE program were commissioned by the Senate Department for Economics, Energy and Public Enterprises/ Projekt Zukunft Berlin.



Our mobility partner: Polestar

As the official mobility partner of BERLIN DESIGN WEEK 2024, the electric vehicle manufacturer Polestar will be responsible for transport from two locations in Berlin-Mitte to the main location of BERLIN DESIGN WEEK 2024 – the Peter-Behrens-Bau – and back, offering visitors both a shuttle service and the opportunity to drive themselves.