



**PRESS RELEASE**  
**Berlin, April 11, 2024**

**BERLIN DESIGN WEEK 2024**

## **Design in dialogue: the design festival's city-wide programme**

BERLIN DESIGN WEEK 2024's multifaceted design events will be held at locations across the city. Outside of the Peter-Behrens-Bau, the programme reveals a world filled with design innovations created by students, design professionals and visionary brands alike. The range of events that will turn Berlin into a living design dialogue spans everything from multifunctional objects and societal interventions all the way to regenerative design and iconic furniture.

### **Young design perspectives**

In the interim project spaces at feldfünf, **designtransfer**, the communicative platform launched by the Design department of the **Berlin University of the Arts**, will be presenting selected semester and short-term projects along with final projects from different design teams and department groups under the direction of Professor Shay Alkalay (Raw Edges), Professor Ian Ferguson, Professor Ineke Hans, and Professor Holger Neumann from the Product Design department. The **Berlin International University of Applied Science** will be addressing the topic of the "University of the Future", reflected in interdisciplinary projects by architecture, interior architecture and graphic design students who will be visualising the impact that societal and technological changes will have on university education. In parallel, the project "Punk & Participation" aims to address societal topics and ignite debates using communication design. At their own Projektor showroom at Metropolenhaus in Berlin, the **Design department of HAWK University of Applied Sciences and Arts in Hildesheim** will be exhibiting outstanding final projects from the last two semesters on topics ranging from using fruit to teach sex ed all the way to collecting space junk, thus putting innovative ideas and design solutions up for discussion. The exhibition **NEXT – Young European Design** at the Museum of Decorative Arts will present talented young designers from Europe whose work deals with the sustainable design of the future. The exhibition was initiated by EUNIC Berlin and BERLIN DESIGN WEEK in cooperation with the Museum of Decorative Arts, which is part of the Staatliche Museen zu Berlin.

### **Social Design**

The experimental design exhibition "Imagine: Coral Reef. Regenerative Design" by **EOOS Design**, which will also be shown at the Museum of Decorative Arts, is searching for a new direction for design in a world shaped by countless crises. Inspired by the complex ecosystems of coral reefs, this exhibition explores the possibilities of regenerative design.

### **Product and furniture design**

The brand **Bottone** will present its debut collection in its own showroom. The furniture designed by the brothers Michele and Daniele Luciano Ferrazzano is inspired by Italian post-modernism and German Bauhaus and combines their style elements with contemporary design. At its premises in the Funkhaus on Nalepastrasse in Berlin, **SellaBerlin** will be presenting an exhibition curated by Franz Polzhofer that combines a selection of chairs and sofas from Polzhofer's collection by designers like Ron Arad, Frank Gehry and Eileen Gray. **TON Deutschland** will present the history of the company and its rebranding. Known for producing bentwood furniture since 1861, TON will be presenting the brand's new direction



on two days in its own showroom. Furthermore, **the exhibition Swedish Glass Design RE:IMAGINED** at the Swedish Embassy will present contemporary tableware and interior design products from the historic design manufactures Orrefors and Kosta Boda and tell the history of both brands.

### **Design in public spaces and technology**

The **Berliner Verkehrsbetriebe BVG**, Germany's largest public transport company, will present its new sound of the city, created by the Berlin-based agency **why do birds**. In a talk, representatives from the BVG and why do birds will lead participants through the process of this comprehensive project, from concept creation all the way to implementation of the audio branding. The new voice of the BVG will also be in attendance and answer questions. Lastly, the exhibition **"Inner Space" by Collegium Hungaricum Berlin** will go beyond form and function to explore the psyche of designers through their objects. Inspired by the Bauhaus tradition of Hungarian designers like László Moholy-Nagy, the exhibition will present clever interventions and prototypes.

### **Individual running and opening times**

These and other formats and exhibitions are all part of BERLIN DESIGN WEEK 2024. You can find more information about the events, their durations and opening times, as well as the option to register under the respective programme entries at [www.berlindesignweek.com](http://www.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.

### **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.