

PRESS RELEASE

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Berlin Design Week 2025: Three strong partners to boost Berlin's design scene

Berlin Design Week (BDW) on its way to becoming a [major fixture in the international design calendar](#)

By joining forces, three prominent partners - Alexandra Klatt, founder and organizer of Berlin Design Week, Angelika Müller from H.O.M.E. Designmagazin and Monika Dagrée from on time pr - will lead BDW 2025 into the future with fresh energy and a clear vision. Together, they are laying the foundations for the highlight of 2026, when Berlin celebrates 20 years as a UNESCO City of DESIGN.

With this powerful cooperation, the three partners are contributing their unique expertise to the project. Alexandra Klatt, who has been shaping Berlin Design Week since it was founded eight years ago, has found two dynamic partners in Angelika Müller and Monika Dagrée, who will provide decisive impetus.



From left to right: Angelika Müller, Alexandra Klatt, Monika Dagrée

Angelika Müller, known for her pioneering work at H.O.M.E., will expand the media sector and create new, innovative platforms for design in the capital through her extensive network in the industry. She also supports Berlin's hotel and restaurant scene with the digital design travel directory Signature Places, founded in 2018, and



publishes an annual Berlin Designcity Guide with H.O.M.E. featuring new openings. Her strategic and creative expertise will play a central role in the media positioning of BDW.

Monika Dagree from on time pr will focus on strategic communication and content production to further strengthen the external perception of Berlin Design Week and reach new target groups. With over 25 years of experience in national and international communication, she is the right person to fuel BDW's awareness. Plans include activating on time pr's international agency network.

“Berlin Design Week has grown from an insider festival to an established industry get-together with an ever-increasing reach. Now the time has come for a bigger chapter, with new partners,” says **Alexandra Klatt**, who will continue to act as curator and visionary director of BDW. “Together, we are working hard to establish Berlin Design Week as an important design event in Europe and to consolidate Berlin's position as a creative capital.”

Berlin Design Week 2025 will be held under the motto “Common Sense” and will showcase the innovative power of Berlin's design scene. Numerous national and international designers, creatives and companies will present their latest ideas and visions in a wide-ranging program of exhibitions, workshops and discussion panels.

With a view to 2026 and the “UNESCO City of Design” anniversary, the three partners are doing everything they can to position Berlin Design Week as a key moment in the global design landscape. This long-term roadmap shows that Berlin Design Week is not just an event, but a movement that brings the city's creative potential to the world stage.

About the partners:

- **Alexandra Klatt** is the founder and creative force behind Berlin Design Week. With her many years of experience in project management and her international network with the design scene, she continuously drives the vision of the event forward.
- **Angelika Müller** has been the publisher of H.O.M.E., the leading premium design magazine for modern living lifestyle in the DACH market, for 23 years and is the driving force behind ahead media, the German-Austrian boutique publishing house specializing in living, design, architecture and culture, which also has a strong position in the fashion, beauty and lifestyle market with the heavyweight magazine FLAIR. Her strategic and creative expertise will play a central role in the media positioning of BDW.
- **Monika Dagree** founded communications agency on time pr 25 years ago. She taught public relations at the renowned Academy for Fashion and Design and is an experienced PR strategist with deep roots in the design and cultural



industry. She will be responsible for the communicative reorientation and international branding of BDW.

With this partnership, Berlin Design Week 2025 will be an event that not only reflects the creative energy of the city but is ready to shape the future of design.

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[About BERLIN DESIGN WEEK](#)

BERLIN DESIGN WEEK is an annual festival that presents and celebrates the diversity of design in Berlin and beyond. It provides a platform for designers, companies and organizations to present and discuss the latest trends and innovations in design.
