



14. — 17.  
Mai 2026

**DESIGN  
REAL**

# BERLIN DESIGN WEEK 2026

## DESIGN REAL

WHERE THE FUTURE MEETS THE NOW.

BERLIN DESIGN WEEK celebrates design as a driving force for solving problems—whether small or significant. In urban Berlin locations, leading design agencies spanning product design, interior, architecture, strategic branding and digital transformation come together with Next Generation designers from across Europe and international design professionals. The result: Europe's most exciting design dialogue in Berlin's vibrant creative ecosystem.

DESIGN REAL 14.05.—17.05.2026

**DESIGN REAL stands for design in its full power - aesthetically, sophisticated AND solution-oriented.  
Design that is not only beautiful but solves real problems and creates real change.  
AUTHENTIC IN ATTITUDE, INTERNATIONAL IN IMPACT.**



# SHOW YOUR WORK, SHARE YOUR KNOWLEDGE, NETWORK WITH THE MOST IMPORTANT PLAYERS IN THE EUROPEAN DESIGN SCENE.

## WHY BERLIN DESIGN WEEK?

- Direct access to over 15,000 design professionals
- Networking with Berlin agencies, international companies and research institutions
- Visibility in authentic urban Berlin locations
- Become part of Europe's vibrant design community
- Media reach and content amplification





# Our Service

## PROGRAM & VISIBILITY:

- Inclusion in the official BDW program and interactive MAP (DE/EN)
- Entry in the printed festival catalog (circulation 5,000, DE/EN)
- Presence on the BDW website with link to your website

## MEDIA & PR:

- Inclusion in our press cloud for national and international media
- Opportunity for press appointments during festival days
- Content for your own PR work (logos, press texts)

## COMMUNITY & REACH:

- Promotion via our social media community (Instagram, Facebook, LinkedIn)
- Newsletter feature

## SUPPORT & SERVICE:

- Arranging attractive locations, in some cases at significantly reduced rates (if required)
- Technical support and rental equipment during the event (additional charge)
- Setup and logistics service (additional charge)
- Access to festival hospitality and networking events





# Who you'll reach — our visitors



Berlin Design e.V. / employed.world, image A. Danger

## BERLIN DESIGN COMMUNITY:

- Creative agencies for strategic branding and digital transformation
- Product, interior and architecture studios
- Freelance designers and creative directors
- Start-ups with design focus

## INTERNATIONAL DESIGN PROFESSIONALS:

- Companies seeking design partners
- Material and technology providers
- Material experts and innovation managers
- Buyers from design agencies and companies
- Investors and business development managers

## INDUSTRY & PROCUREMENT:

- Buyers from furniture and interior industry
- Material experts for sustainable solutions
- Product developers and R&D teams
- Supply chain managers with design focus

## SCIENCE & RESEARCH:

- Researchers from design schools and universities
- Interdisciplinary teams from Design + Science areas
- Innovation managers from industry
- Think tanks and consulting companies

## NEXT GENERATION:

- Design students from across Europe
- Young professionals in early career stages
- Founders with design background
- Career changers into the design industry

## MEDIA & MULTIPLIERS:

- Design and trade media representatives
- Bloggers and influencers from the design scene
- Corporate communications managers
- Event and marketing professionals



# Reach



Map & Programm BDW online



Katalog BDW

Our reach is your reach:

900K

Press, Print & Online

4,4Mio

Social Media

100K

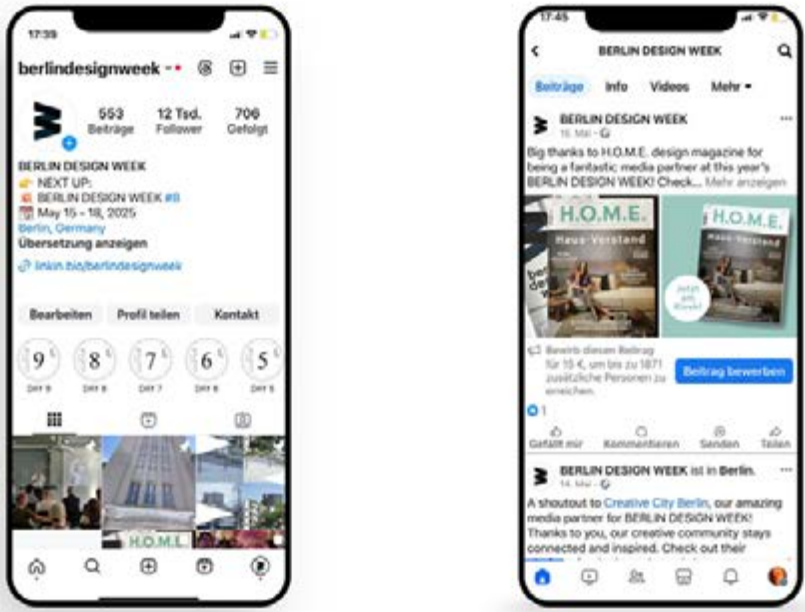
TV&Radio

9K

Newsletter recipients

30K

Social media follower



Social Media BDW



# Our Spots



## YOUR BDW FORMATS

You are completely free in what you offer within the framework of BERLIN DESIGN WEEK - as long as there is a design context and you demonstrate novelty, relevance, quality and ethical responsibility. Typically, designers, brands, companies of all sizes, agencies, country representations, museums, educational and research institutions show their own formats from exhibitions to talks, presentations and tours.

Often the program takes place in the participants' own locations, making them an integral part of BERLIN DESIGN WEEK. However, we are happy to help you find suitable spaces if needed.

May 14-17, dates freely selectable

## ADDITIONAL BDW FORMATS



### THE BERLIN FORMAT

Talks and discussions on current design topics in thematic focus areas. Brand strategy, design research, materials, circularity and architecture - where scientifically sound knowledge meets creative perspectives and advances design. Through storytelling and optimistic approaches, concrete best practice examples demonstrate how implementable strategies for transformation work, systems are networked and innovative business models are created. A format that brings curious minds together and positions design as a tool for social change.

May 15 & 16



### BERLIN DESIGN NIGHTS

During BERLIN DESIGN NIGHTS, various locations celebrate a design event for two evenings (sometimes nights) that runs across the city of Berlin. Design studios, galleries, agencies and universities open their doors and invite audiences from Berlin and the world to get to know their work, engage in conversation and network. Our visitors plan their design tour using our online and off-line maps and receive route suggestions optimized by district and opening times.

May 14



### DESIGN POOL

The DESIGN POOL is a hybrid format of trade fair and market. Designers and producers are here to make deals: either to take away immediately or for the order book. The DESIGN POOL lasts only two days, but our participants are constantly on site to talk with shoppers and trend spotters. They typically look for small series, special editions, craftsmanship-demanding or unique material choice products from the areas of interior, furniture, fashion, jewelry and accessories.

May 16 & 17

# FEEES

SELF-ORGANIZED PROGRAMS. PARTICIPATION IN BERLIN DESIGN NIGHTS INCLUDED..

<b>1.500€</b> Early Bird until December 31, 2025	<b>1.900€</b> Regular Rate	<b>1.000€</b> Cultural, Educational, or Research Institutions	<b>500€</b> Wild Card & Students *
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BERLIN DESIGN NIGHTS

<b>400€</b> Early Bird until December 31, 2025	<b>500€</b> Regular Rate
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DESIGN POOL

<b>800€</b> Early Bird until December 31, 2025	<b>950€</b> Regular Rate
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All fees apply per year // plus VAT

\* limited spots, apply online.



Sweef @BDW 2025



# SPEAKERSLOTS THE BERLIN FORMAT

## Main stage

30 min Slot inklusive Q&A

**1.000€**

Early Bird  
until December 31, 2025

**1.500€**

Regular Rate

## Panel talk

4 Speaker\*innen, 1 Moderator\*in  
45 min inklusive Q&A

**500€**

Early Bird  
until December 31, 2025

**1.000€**

Regular Rate

## Short Bits

7 min, no Q&A

**250€**

Early Bird  
until December 31, 2025

**500€**

Regular Rate

All fees apply per year // plus VAT, Topics tbd.



iF Ternd Conference



Die Berlin Design Week ist ein Projekt von:



מצב העיצוב حالة  
state of 状態の  
DESIGN, tillstånd  
BERLIN

# CONTACT

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