

Press Release

Berlin, 25. September 2025

Berlin Design Week 2026: DESIGN REAL – Where the Future Meets the Now



Berlin Design Week returns from May 28 to 31, 2026, with a powerful new motto: DESIGN REAL. A clear commitment to design with substance – design that solves real problems and creates real change.

Over four days, Berlin becomes an international stage for design across its full spectrum – from strategic branding, product design and interior to architecture and cutting-edge research. DESIGN REAL stands for an aesthetically sophisticated, solution-oriented approach to design: authentic in attitude, international in impact.

“We are strategically evolving Berlin Design Week – as an independent platform for design with real impact,” says Festival Director Alexandra Klatt. “We stand for substance, genuine sustainability and a diverse design landscape that positions Berlin as Europe’s creative force.”

The festival brings together international guests and Berlin’s design community on equal footing, creating connections that reach beyond the event itself – across disciplines, cultures, and the space between future vision and concrete implementation.

Registration for participants, exhibitors and partners is now open, with Early Bird rates currently available.



Die Berlin DESIGN WEEK ist ein Projekt der state of DESIGN GmbH

תחילת המערכת
המצב של
DESIGN,
BERLIN
tillstånd



