

# Press Release

Berlin, 28. April 2026, for immediate release

## DESIGN THAT COUNTS Berlin Design Week 2026 unveils its programme



For ten years, Berlin Design Week has been bringing the international design and architecture scene together in the German capital. For its anniversary edition in 2026, the festival runs under the motto DESIGN REAL: a focus on design that works in everyday life and develops social relevance beyond it. The full programme is now available online.

### CELEBRATING THE CITY'S CREATIVE ENERGY

The festival opens on 28 May with Berlin Design Day at the Design Hub in Kreuzberg. In short, focused talks, experts from various fields share insights into current questions and ways of working — among them Julia Krüger (Senior Innovation Manager Creative and Media Industries, Berlin Partner), Nick Stübe (Berlin Design e.V.) and Alexandra Klatt (state of DESIGN GmbH). Their perspectives range from innovation support and network-building to the strategic development of design formats. The programme is rounded off by a panel exploring the role of design and aesthetics at the intersection of policy, research and business — bundling the festival's central questions.

That same evening, Berlin Design Night extends the focus to the whole city: more than 30 studios, showrooms, galleries and institutions invite visitors to experience current projects, ideas and concepts



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

תעב היצור כאלה  
state of DESIGN,  
BERLIN  
tillstånd





Photo: © C.Westermeyer

on site. The event connects different locations into an open, lively network and makes the diversity of the scene immediately accessible. Between established names and newcomers, a varied trail emerges that allows individual paths through the city and brings the world of design to life in its urban context.

#### DESIGN AS A CONNECTING FORCE

The Berlin Format follows on 29 May — a conference day that frames design as a connecting force amid societal challenges. Across three thematic blocks, internationally renowned voices discuss the impact of design on everyday life and society. A distinctive position is brought by Monica Förster, whose work has stood for a clear, poetic formal language in contemporary international product design for many years. She is joined by Luc(as) de Groot: the creator of ubiquitous typefaces such as Calibri, who has decisively shaped modern typography and influenced the reading habits of billions of people worldwide.

The heart of the festival is the Design Hub at Die Macherei Berlin-Kreuzberg. The new quarter on Hallesches Ufer was developed by leading studios including KEC Architekten, Sauerbruch Hutton and Kinzo. Throughout Berlin Design Week, it becomes the festival's central venue: exhibitions, installations and talks condense here into a continuously activated experience space. The programme is completed by a curated tour system that elegantly links the festival's various locations. Geographic routes open up Berlin's neighbourhoods, while thematic tours set content-driven focal points — and additional special tours reveal further, less obvious connections.



# Programme highlights at a glance



Photo: © Arshia Maljaei

## **BERLIN DESIGN DAY**

**THURSDAY, 28 MAY 2026, 2:30–7:00 PM**

**DESIGN HUB M40,**

**DIE MACHEREI, HALLESCHES UFER 40–60, 10963 BERLIN-KREUZBERG**

**TICKETS: [LUMA.COM/BERLINDESIGNDAY](https://luma.com/berlindesignday), €19**

**LANGUAGE: GERMAN, WITH AI LIVE TRANSLATION INTO ENGLISH**

## **BERLIN DESIGN NIGHT**

**THURSDAY, 28 MAY 2026, FROM 5:00 PM**

**VARIOUS LOCATIONS IN BERLIN**

**[ADMISSION: FREE](#)**

## **THE BERLIN FORMAT**

**FRIDAY, 29 MAY 2026, DOORS 2:30 PM, PROGRAMME 3:00–8:00 PM**

**DESIGN HUB M40,**

**DIE MACHEREI, HALLESCHES UFER 40–60, 10963 BERLIN-KREUZBERG**

**TICKETS: [LUMA.COM/THEBERLINFORMAT](https://luma.com/theberlinformat), €79**

**LANGUAGE: GERMAN AND ENGLISH, WITH AI LIVE TRANSLATION**

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## **BERLIN DESIGN WEEK**

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