



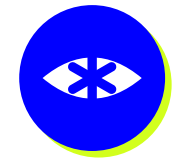
**berlin
design
week**

22. – 27.
04.2027



**WHAT'S
YOUR
CODE_?**

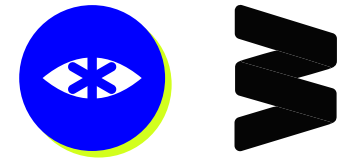
What's Your Code_?



Berlin Design Week 2027 · 22.—27. April

Every design follows a code: a stance, a principle, a conviction. At the same time, code is becoming ever more literal. Software, AI and generative tools are changing how and what we design. Berlin Design Week 2027 asks about both: What drives design, what does it stand for, and with which tools is it created today_?

Design connects.



Berlin asks where to.

Berlin Design Week brings together the people who move design forward: clients and brands, studios and universities, research and industry. It is not a creative showcase. It is the place where commissions, partnerships and new approaches take shape.

Because Berlin is more than creative. As a UNESCO City of Design since 2006, the city combines the energy of its scene with the substance of an economic sector: design as a knowledge culture that brings together design, architecture, education, research and industry. Design that has long outgrown the role of mere form-giver.

Around 11 % of all creative-industry companies in Germany are based here, an above-average concentration.

The Festival 2027

SIX DAYS,
FIVE FORMATS
22.–27. APRIL 2027.

SATELLITES, BOOKABLE NOW

FESTIVAL CENTER, CURATED PROGRAMME



SATELLITES

22–27 April: exhibitions, showrooms, talks and workshops in your own or arranged locations, decentralised across all six days.

RATE

Standard	Early Bird
UP TO 5 PEOPLE (SOLO, FREELANCE, SMALL STUDIO)	
1.200 €	900 €
6–25 PEOPLE (STUDIO, AGENCY)	
1.900 €	1.500 €
OVER 25 / CORPORATE	
2.400 €	1.900 €
CULTURE, EDUCATION, RESEARCH	
1.200 €	—
WILD CARD (APPLICATION, LIMITED)	
600 €	—



BERLIN DESIGN NIGHTS

22 April: one evening, one design event across the city. Studios, galleries, agencies and universities open their doors. Kick-off of BDW.

RATE

Standard	Early Bird
600 €	400 €
INCLUDED FOR SATELLITES	



BERLIN DESIGN DAY

22 April, daytime: the official, free opening, curated together with Berlin Design e. V.



BERLINER FORMAT

23 April: the curated stage. Voices from all design disciplines enter into conversation with one another.



DESIGN POOL

24–25 April: a hybrid of fair and market. Small series, special editions, direct sales – interior, furniture, fashion, jewellery, accessories.

EXPECTED TO BE BOOKABLE FROM NOV 2026



DESIGN POOL

24–25 April: a hybrid of fair and market. Small series, special editions, direct sales — interior, furniture, fashion, jewellery, accessories. Participation includes stand space (regular rate / early bird).

800 / 650 €

Basis max 6 m²

1.000 / 800 €

Plus max 10 m²

1.200 / 950 €

Premium max 15m²

Stand construction is not included: participants design their own stand. A power connection can optionally be booked for an additional €65.



Festival Center 2027

The central festival centre for 2027 will be announced shortly. Berlin Design Day, The Berlin Format and Design Pool take place at the festival centre. Own Formats / Satellites and Berlin Design Nights take place decentrally in locations across the city, independent of the centre, and are bookable now.

iF Design Partner Programme

PARTICIPANT TICKETS VIA BDW



→ iF Design Award Night 2027 · 26 April: award ceremony of the iF Design Award in Berlin

→ iF Design Trend Conference 2027 · 27 April: conference on contemporary design and design trends



CLOCKWISE: TITAN, MATTER OF COURSE, BERLINER FORMAT, GUATEMALA EXHIBITION, GIU

Show your work. Share your knowledge. Meet the people who move design.

Berlin Design Week fills a gap in the international design calendar, as a platform for new approaches to contemporary design, at the heart of Europe's densest design location.

WHY TAKE PART_?

- Clients, brands and decision-makers, not just a trade audience
- Visibility in authentic urban Berlin locations
- Become part of Europe's leading design platform
- Media reach and content amplification
- ~14.000 visitors on site
- Direct access to more than 30,300 social media followers and 10,000+ newsletter subscribers
- More than 269,000 website visitors in 2026 and ~125 million potential press reach



14.000+ visitors who create, commission and use design



CLIENTS & DECISION-MAKERS

- Brands and companies of all sizes
- Buyers
- Investors
- Business developer

STUDIOS, INDUSTRY & RESEARCH

- Product, interior and architecture studios
- Agencies
- Freelancers
- Material and technology suppliers
- Product developers
- Researchers and Design + Science teams

NEXT GENERATION

- Students &
- Young professionals from across Europe
- Founders

MULTIPLIERS

- Trade media
- Creators
- Marketing professionals

Reach

Our reach is your reach.



Social Media BDW



Map & Programme BDW online



BDW Catalogue

LIVE

~14,000

VISITORS
ON SITE

WEBSEITE

269,478

VISITORS JAN–
AUG 2026

66.421 WEBSITE-
VISITORS · MAY 2026
(FESTIVAL-MONTH,
+18,7 %)

NEWSLETTER

10,000+

NEWSLETTER-
RECIPIENTS

40.5 %

NEWSLETTER-
OPEN RATE

SOCIAL MEDIA

~30,300

SOCIAL-
MEDIA-

98 %

STORY COMPLETION RATE
(BDW DAYS)

~600,000

ORGANIC VIEWS
(BDW PERIOD)

PRESS

~0125M

POTENTIAL PRESS
REACH (UNIQUE OUT-
LET, VERIFIED)

~1.2 M

PROVEN REACH
(CONSERVATIVE,
~1 %)

**13 Countries
3 Continents**

PRESS-COVERAGE

ADDITIONALLY IN PRINT:
109,800 CIRCULATION
(2 TITLES) AND RBB RADIO3.

On-site visitors projected (mean, up to 19,000); all other figures verified. As of 2026; website: Jan–early Sept 2026 and May 2026. Sources: press clippings, Meta / Later, LinkedIn, IONOS, Clever Elements.

Our Services

PROGRAMM & VISIBILITY

- Inclusion in the official BDW programme and the interactive map (DE/EN)
- Entry in the printed festival catalogue (print run 5,000)
- Presence on the BDW website with a link to your website
- BDW branding package at cost price (banners, flags)

MEDIA & PR

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

SUPPORT & SERVICE

- Placement in attractive locations, in some cases at significantly reduced rates (if needed)
- Technical support and rental equipment (for an additional fee)
- Set-up and logistics service (for an additional fee)
- Access to networking events and BDW lounge



Selection of Participating Brands A–Z

AEG · AKQA · ALSTOM · ARUP · ATELIER HAUSSMANN · BANG & OLUFSEN · BARTMANN · BOLIA · BOMBÈ · BRETZ · COR · CORIAN · CRÉATION BAUMANN · DE SEDE · DESIGN BRIDGE AND PARTNERS · DR. HAUSCHKA · EGGER · EKOMIA · ELISA STROZYK · ELOA · ENVIE · ERCO · ERIK SPIEKERMANN (HACKING GUTENBERG) · FEDRIGONI · FOTOGRAFISKA · GLS BANK · GOLEM BAUKERAMIK · GREEN PRODUCT AWARD · GUBI · HAUTE INNOVATION · HAVAIANAS X ZALANDO · HENN · HOHENBERGER · IRIS CERAMICA GROUP · JAB ANSTOETZ · JAN KATH · JANUA · JASPER ARCHITECTS · KADEWE · KALDEWEI · KÖNIGLICHE PORZELLAN-MANUFAKTUR BERLIN · LA MARZOCCO · LANDOR · LAUFEN · LIGHTNET · LIGNE ROSET · LIVING BERLIN · LUCASFONTS · MIELE · MIRAGE · MONICA FÖRSTER · MOTOROLA · MUUTO · MYKITA · NOOMA · OCCHIO · OHSO · ORAC · OUT · PHOENIX · POLESTAR · POLSTERHANS · POLYLUMA · RAA · ROCHE BOBOIS · SCHOLZ & FRIENDS COMMERCE · SIEMENS HEALTHINEERS · SMEG · SOHO HOME · STADLER · STAN HEMA · STUDIO AISSLINGER · SWEEF · TOM DIXON · TON · TYLKO · UNIQUE FACTORY BERLIN · VALCUCINE · VESTRE · VOLKSWAGEN · V-ZUG · WAGNER LIVING · WILKHAHN · WPP · ZIETA STUDIO



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