

# Discover Vienna: Design

**24.09.–03.10.2021**

## Discover the creative side of the city!

Whether we are aware of it or not, from the products we purchase to the spaces where we work – design is everywhere. Designers have a major role in altering our lives by transforming scientific knowledge into products, services and places. Vienna is well known for its human-centered approach in designing one of the most livable cities of the world. The city has a long-lasting history of creativity and cultural heritage. With that in mind, it comes natural that the creative industries are also one of the key drivers of the Viennese economy. With over 18,000 companies creating over 12 billion EUR revenue, the creative industries enable future-oriented jobs and drive growth and innovation in the city. This autumn, we want to focus on the aspect of design within the creative industries and start the conversation with international entrepreneurs.

10 selected participants will not only have the chance to get insights into Vienna's creative industries, but will also enjoy a deep dive into Vienna Design Week – Austria's largest and most prestigious design festival. Product, furniture, industrial, graphic and social design as well as architecture are all featured at Vienna Design Week in Vienna creating red threads through the festival.

We are looking for companies/startups from the fields of design, architecture, visual arts, which are unlocking the transformative potential of **design especially in the context of food, sustainable materials, sustainable consumption, circular economy and whose aim is to create products/services that have the most beneficial effects on people and society as a whole.**

## Conditions of participation

Discover Vienna is designed for companies/startups from the creative industries with an interest in the Viennese creative scene that are **not older than 8 years**, are **beyond the prototype stage** and have already **successfully launched** in their domestic market.

You should apply, if you want

- the opportunity to expand your network to Vienna
- expand your network throughout exclusive gatherings and tours at Vienna Design Week 2021 and Vienna Biennale for Change 2021
- an introduction to the creative industries scene in Vienna
- to exchange with relevant stakeholders from the design spectrum

## Vienna Business Agency covers following costs:

- Accommodation (from September 24 to October 3)
- Entry to events organised by the Vienna Business Agency
- Entry to relevant events as part of Vienna Design Week & Vienna Biennale for Change

## Are you interested?

Apply by September 1, 2021 via [Application Form](#)

The selected applicants will be informed by September 3, 2021

Agenda is subject to change as details are confirmed!

<b>Vienna Biennale for Change 2021</b> 28.05.2021-03.10.2021 <b>Design Week Vienna 2021</b> 24.09.2021-03.10.2021	27.09	09:00 a.m	Kick-off Breakfast mit VBA-Team
	28.09	9:00 a.m - 1:00 p.m	Book your individual meeting with us!
		2:00 p.m	ExpertTalk 1 with a founder from the design spectrum
	29.09	2:00 p.m	Tour with Alice Jacobasch/ Expert VBA through Vienna Design Week Exhibition: Urban Food & Design: Ideales Essen
	30. 09	4:00 p.m	ExpertTalk 2 with a founder from the design spectrum
	01.10	4:30 p.m	Creatives for Vienna Tour: Spaces for Future Communities
		6:00 p.m	Creatives for Vienna Get Together & Kick Off Online Voting at studio mobil / think tank station @ Vienna Design Week

Please note: The curated program will be from September 27 until October 1, 2021. However, you may arrive earlier to enjoy the first weekend of Vienna Design Week. Hotel costs will be covered.

**For questions, please contact**

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