

Call for projects **departure Challenge: Urban Food & Design**

Together with the VIENNA DESIGN WEEK, the Vienna Business Agency is calling for projects with its departure Challenge on the topic of *Urban Food & Design*.

We are looking for project ideas in the following areas by 25th May 2018:

- 1. Urban Production / Urban Nutrition**
- 2. Future Hospitality**

Over the next 30 years, nearly 10 billion people worldwide (two-thirds of whom live in cities) will have to be provided with food. For a city to remain worth living in, long-term alternatives to conventional food production and distribution are needed. The task of the departure Challenge will be to investigate what solutions put forward by creative people might look like and how these can be implemented and put into effect by means of intelligent concepts.

Ad 1. Urban Production / Urban Nutrition

The departure Challenge wants to focus on possibilities of urban food production in light of the increasingly extreme weather phenomena caused by climate change, the issue of pesticides which is attracting more and more scrutiny, long transport distances resulting in the loss of vital nutrients as well as food being wasted. We are in search of ideas that can help cities remain sustainable in the future, e.g. by making use of a circular economy, urban and vertical farming, exploring alternative food sources or producing food in unprecedented locations.

We are thus looking for answers to the following questions:

- How can production be managed without wasting resources and energy?
- How can space be used intelligently in the city and which locations would be suitable for that purpose?
- Where can synergies be generated / in which cases does it make sense to cooperate with others?
- How can architecture serve as a resource?
- How can we find new distribution channels that don't have a negative impact on the climate?
- Which sources of food are currently unused but also high in nutrients (such as recycled waste, algae, lichens, etc.) and how could these be cultivated?

Ad 2. Future Hospitality

The emergence of new foods or new ways of producing food, and therefore new habits, calls for innovative gastronomy concepts. These concepts should not just be concerned with the product itself but also take account of new social structures, new forms of dining, alternative economic activities, the local character and on how to communicate these aspects. Simultaneously, designers must deal with the question of how to define these new sites of consumption.

In addition, new foods require new forms of packaging that are committed to the microclimate for the sake of preserving nutrients, to spreading knowledge about it and, ideally, to becoming a part of the zero waste economy.

The following questions can be used as a guide:

- What will future packaging look like and what characteristics will it have? Are there any intelligent recycling systems that would revolutionise the take-out system?
- How should we design Vienna's future coffeehouse, wine tavern and pub culture? What are the possible parameters for their selection, character and atmosphere?
- What will future place settings, menus/order of courses or food events look like?
- Are there any processes or guidelines concerning food procurement, preparation or consumption that would contribute to a better coexistence of different population groups (migrants, older people, people with intolerances, etc.)?
- Which synergies can be put to use with regard to conserving resources, preventing waste or creating awareness?

1,500 Euros per Project

In consultation with the curatorial team of the VIENNA DESIGN WEEK, the projects selected for the departure Challenge will be allocated a budget of up to 1,500 euros for implementing their project.

Selection and Implementation of Projects

A jury, consisting of Thomas Weber, who is the author and editor of Biorama, as well as representatives from the VIENNA DESIGN WEEK and the Vienna Business Agency, will select the best projects.

The departure Challenge call runs from 26th April to 25th May 2018.

The period for completing production and implementation of the project concept runs from mid-May to 27th September 2018 and is supported and supervised by the curatorial team of VIENNA DESIGN WEEK.

The final presentation of the projects will take place during the VIENNA DESIGN WEEK 2018 from 28th September to 7th October 2018.

This year, the VIENNA DESIGN WEEK festival will be hosted by the Sophienspital in the heart of the 7th district of Vienna. In addition to indoor areas, the location also has outdoor space, which will be available for any kind of use from the beginning of July.

The 7th district has particular potential for this call as it houses a high number of creative companies, is densely covered with buildings and doesn't have much green space.

The use of the indoor and outdoor areas of the Sophienspital can be taken into consideration for the project submissions.

Submission Criteria

Please send us a brief description of your project with no more than 5,000 characters including spaces, providing the following information:

- Presentation of the concept
- Reference and relevance to the call
- Your experience in the respective field
- 2 images (each in portrait and landscape format, at least 1500 x 700 pixels, total data volume of 10 MB) and links to any websites and/or project videos.

Please send your submission via e-mail to departure@wirtschaftsagentur.at by 25th May 2018.

Contacts for the departure Challenge:

Vienna Business Agency

departure / Creative Industries

Alice Jacubasch

T +43 1 4000 87106

jacubasch@wirtschaftsagentur.at

Vienna Design Week

Julia Schanderl

T +43 1 890 6393

j.s@viennadesignweek.at