

## VIENNA DESIGN WEEK: Final programme online from today New concept for website [viennadesignweek.at](http://viennadesignweek.at)

*The programme of VIENNA DESIGN WEEK (October 1-10, 2010) with its more than 80 events is online from September 7, 2010 on [www.viennadesignweek.at](http://www.viennadesignweek.at). The concept has been thoroughly revised, making navigation easier and more convenient. With background stories, an "event shopping basket" and a fresh new look, the page sets out to be a user-friendly virtual guidepost through VIENNA DESIGN WEEK and the design jungle in general: In the long term, the website will be expanded to become a major source of information even beyond festival time, focusing on the Austrian and particularly the Viennese design scene.*

Two in one: That's the idea behind the official website of VIENNA DESIGN WEEK. Since September 7, [www.viennadesignweek.at](http://www.viennadesignweek.at) comprises a year-round online design platform with a focus on Vienna, in addition to a temporary page: Around the festival time, the permanent content is overlaid by the VIENNA DESIGN WEEK site bearing the colours of the respective corporate design, thus clearly distinguished from the more reduced appearance of the mother page. The database experts from "nextroom - architektur im netz" were responsible for the technical development and programming, while young designers Tobias Egger and Phil Samhaber gave the website its particular look-and-feel. Together, they succeeded in combining sophisticated technical features with a user surface that encourages intuitive navigation.

### **A mirror of the festival**

Creating a virtual platform on both young and established protagonists of the Viennese design scene and beyond, as well as on VIENNA DESIGN WEEK with all its players and partners: that was the aim of "Neigungsgruppe Design" (Tulga Beyerle, Thomas Geisler and Lilli Hollein) when starting the project. With expertise gained over four years of VIENNA DESIGN WEEK and their long-standing experience as curators, writers and teachers in the field of design, they conceived a website "that addresses everybody who is interested in design and culture, as well as designers, architects and entrepreneurs. Early adopters will be just as happy with the page as those with a more analogue approach," Lilli Hollein explains. "The website is a mirror of our festival," adds Tulga Beyerle, "it reflects international networking and growth, in terms of quality and quantity alike".

### **Personal programme**

Besides exciting background stories the festival page offers quick access to the daily programme and a user-defined application: By means of a "shopping basket," the personal festival schedule can easily be assembled and downloaded. "This feature is one of our favourites: Comb through the programme, chose, download and go," says Thomas Geisler. "The section 'recommended by' – which will grow in the course of the festival - adds another individual touch. Here, designers and partners reveal their personal highlights".

### **Archive on Viennese Design**

In order to make the content available after VIENNA DESIGN WEEK has finished, an archive is integrated into the permanent page. Over the years, it will become a comprehensive online collection of design topics related to Vienna, especially in the field of product and furniture design, graphics and media, manufacturers and companies, design in public space and experimental approaches, the core themes of VIENNA DESIGN WEEK.

### **Press Contact VIENNA DESIGN WEEK**

juicy pool. communication, e: [sonja.paschen@juicypool.com](mailto:sonja.paschen@juicypool.com), t: +43 (0)1 481 54 54-55

When surfing on the design wave next time, we very much hope you'll land on [www.viennadesignweek.at](http://www.viennadesignweek.at).

**... and this is how your shopping basket could look like:**

- Sep 30**      **VIENNA DESIGN WEEK Opening**, 7 pm
- Oct 1**      **Swedish.Light.Design.2010**, 10 am – 1 pm  
**Laboratory Talk with Eero Koivisto (SE)**, 5.30 pm
- Oct 3**      **design safari 5 – Vienna Architecture Centre's Sunday Excursion Programme**, 1.45–8 pm
- Oct 4**      **VIENNA DESIGN WEEK Passionswege**: Nicolas Le Moigne (CH),  
Jessica Hansson (SE), KIM & HEEP (AT), 5-10 pm
- Oct 5**      **VIENNA DESIGN WEEK Talk with Inga Sempé (F)**, 7-8 pm  
**MAK DESIGN NITE: Eyes Wide Shut – Design and Crime**, 9 pm - midnight
- Oct 7**      **VIENNA DESIGN WEEK Carte Blanche: Patrick Rampelotto (IT/AT)**,  
12.30 pm
- Oct 9**      **VIENNA DESIGN WEEK Talk with Konstantin Grcic (GER)**, 7-8 pm