



Press Release

Design Month Graz 2022

Green Transition

Design Monat Graz

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We need a completely new way of engaging with the resources that the Earth provides for us. Doing so requires ideas and expertise – much of which will come from the creative industries. During the Design Month 2022 from May 7 to June 12, the UNESCO City of Design Graz will thus feature a dense program focusing on “Green Transition”. With around 100 items on the program, this design festival provides insights into a broad range of design disciplines.

The creative industries play a special role in the **Europe-wide Green Transition** because they are a key component in all phases of the value-added process – from creation and production to distribution, communication and marketing. Creative people not only offer contributions and solutions for a more sustainable future, but also promote a societal mental shift **from “I” to “We,”** i.e. **from “Human Centered Design” to “Society Centered Design.”** In 2022, for the 13th time, the Design Month – organized and coordinated by Creative Industries Styria – offers a platform to network and highlight design and designers. After two years shaped by the COVID-19 pandemic, the Styrian design festival is back once again with a range of in-person event formats and a packed program schedule.

The **Design Everyday** exhibition presents outstanding everyday objects designed by Austrian design studios that aim to make our world better, more beautiful and simpler with a design process that was well thought-out at every step. The **Design Clinic** offers free initial consultations in case of “design emergencies,” while **Design in the City** puts extraordinary design creations in 37 Graz shops. The **ZweckZwei – Shift Circular Design** exhibition

shows how the ZweckZwei initiative rethinks the circular economy and gives industrial leftover materials a second life. And this year, in cooperation with Holzcluster Steiermark, so-called **WorkLets** – outdoor seats made from wood that are set up preferably in idyllic sites with outstandingly beautiful views – invite people to relax, to pause for a moment and to work.

STRONG INTERNATIONAL PARTICIPATION__ Within the UNESCO Creative Cities network, Graz enjoys a good reputation as an excellent networker. It is therefore not surprising that the Design Month 2022 will open with numerous representatives from the various UNESCO Creative Cities in attendance. Guests from the **Creative Cities of Doha, Saint-Étienne, Enghien-les-Bains, Wuhan and Ljubljana** are taking part, as are other international guests from **Valencia, Madrid, Barcelona, Lund, Porto, Entebbe, Tel Aviv, Milan and Istanbul**, further emphasizing that international interest in design is once again focusing on Graz. A Green Transition in both the traditional and creative economy is the focus of this year's **European Creative Industries Summit (ECIS) conference**.

However, active exchange between the UNESCO network members can also be experienced more tangibly: **Around Autofiction** embarks on a foray through those Creative Cities that also have a long history with the automotive industry. The exhibition presents a snapshot of their various activities and initiatives associated with the important future topic of mobility. Last but not least, FH JOANNEUM hosts an exciting "International Week."

THE CREATIVE HEARTBEAT OF THE STATE CAPITAL__ *"Styria is not only one of the most innovative regions in Europe, it is also well known internationally for outstanding design and its thriving creative economy. With the Design Month Graz, the networking organization Creative Industries Styria (CIS) is once again making the creative heartbeat of our state capital to quicken. And the 'vital sings' of the creative economy are excellent: more than 17,000 people are either self-employed or employed in this sector and sales total two Billion Euros per year,"* emphasizes **Barbara Eibinger-Miedl**, member of the Government of Styria responsible for Economic Affairs.

A MUST-SEE AMONG THE INTERNATIONAL DESIGN FESTIVALS__ According to Graz City Councilor responsible for Economics and Tourism **Günter Riegler**, *"Design Month Graz has long been a must-see highlight among the international design festivals. And our local design and creative scene also*

plays an important role for Graz as a hub for innovation and business. Creativity is a key prerequisite for economic success, promoting momentum, vitality, innovation, creation and much more in a city. As a city, we live and breathe this commitment and actively and enthusiastically fulfill our role as a UNESCO City of Design.”

A ROAD MAP FOR OUR JOURNEY__ “This year’s program focus 'Green Transition' is in line with the European 'Green Deal' and the 'New European Bauhaus' initiative. The European climate goals cannot be achieved simply through the cultural commitment and creative intelligence of a single economic sector. An enormous collective effort is required. European culture and the creative industries have a vital role in ensuring that this is achieved. With exhibitions, workshops and events, the Design Month Graz is showing where this journey will take us,” explains **Eberhard Schrempf**, General Manager of Creative Industries Styria.

The **Design Month Graz 2022** opens on **Friday, May 6**. Grand opening and opening of the exhibitions "Design Everyday", "ZweckZwei – Shift Circular Design" and "Around Autofiction" on Friday, May 6, 2022 | 7:30 pm
Minoritenzentrum Graz, Mariahilferplatz 3, 8020 Graz
Registration required at <https://contact.cis.at/opening>

Note: Programming and implementation of the Design Month will be adapted to comply with the COVID-19 regulations applicable at the time. Further details and the event calendar with all dates can be found at: www.designmonat.at

Highlights

of the Design Month Graz 2022

DESIGN EVERYDAY__ The exhibition Design Everyday in the Minoritenzentrum Graz shows outstanding everyday objects designed by various Austrian design studios. After all, product design is more than just form. How everyday objects are developed and designed shapes our relationship with our surroundings and thus our lifestyle. Useful, responsibly designed and sustainably produced everyday objects are therefore becoming all the more important. Curated by the Vandasye design office, this event represents an open and growing collection. It focuses on furniture and products of everyday life that contribute to a further development of contemporary design in Austria and beyond. Since 2017, the ongoing project Design Everyday has also been exhibited annually as part of the Vienna Design Week.

Design Everyday | May 7 – June 12 | Minoritenzentrum Graz, Mariahilferplatz 3, 8020 Graz

ZWECKZWEI – SHIFT CIRCULAR DESIGN__ New purpose, fresh meaning: The ZweckZwei initiative gives a second chance to leftover materials by breathing new life into them in the design process. The aim of the project is to create high-quality sustainable products manufactured in small series by social enterprises in the region – in the spirit of the circular economy. More than 20 local companies are already delivering their leftover materials to ZweckZwei. Awning remnants, screw caps, welding wire coils, aluminum reflectors and cardboard sleeves are used as starting materials for new products. The exhibition ZweckZwei – Shift Circular Design at the Minoritenzentrum Graz shows the transformation process that took place during the ZweckZwei DesignCamp, when eleven designers developed the prototypes on display. The resulting product range extends from acoustic panels to drawer handles and design elements to sun hats and lamps.

ZweckZwei – Shift Circular Design | May 7 – June 12 | Minoritenzentrum Graz, Mariahilferplatz 3, 8020 Graz

DESIGN CLINIC__ Starting on May 7, design experts are offering free diagnosis and initial consultations at the Design Clinic. This “clinic” is open to anyone who is interested in addressing their “chronic design problems” or finding a remedy for their design mishaps. Specialist consultations are available across the entire spectrum of the design industry: From interior design, product design and furniture to graphics, identity & branding and web design to public space planning, wayfinding, green space design as well as strategy and coaching. Among the highly qualified specialists offering the consultation hours are many award-winning representatives of the local design scene. In addition, the FH JOANNEUM initiative FH Lectures also takes place in the Design Clinic this year.

Design Clinic | May 7 – June 12 | Mon – Sat 2:00 pm to 6:00 pm | Girardigasse 1, 8010 Graz

THE CHAIRMAN__ In his exhibition “The Chairman. Geschichten von gemeinsamen Objekten und regionalen Zusammenhängen” (The Chairman. Stories of Shared Objects and Regional Connections) at designforum Steiermark, designer and architect Martin Mostböck shows how he approaches the challenge of designing a chair. For many, the chair is the ultimate design task. Mostböck designs furniture, houses, interiors and everyday objects, crossing the borders between disciplines. A selection of his works from the last two decades are exhibited as part of the Design Month Graz. On display are, among other things, a number of museum pieces as well as small series and one-of-a-kind objects.

The Chairman | May 7 – 28 | designforum Steiermark, Andreas-Hofer-Platz 17, 8010 Graz

DESIGN IN THE CITY__ The format Design in the City invites visitors to discover design – and purchase a piece of it! In 37 shops across Graz, a selection of unique products and extraordinary collections is on display – many making reference to the program focus “Green Transition” through their sustainability, focus on the circular economy or social responsibility. The program thus enhances “everyday shopping” during Design Month Graz. The extraor-

dinary design activities are not usually found in shops – and that is what Design in the City is all about. From recyclable furniture to sustainable cycling wear to zero-waste accessories, many exciting design projects await.

Visitors are invited to go on a Design in the City tour with GrazGuides if they want to be sure they do not miss anything. These tours take place every weekend, guiding visitors through selected shops and explaining the history of the products and designers.

All relevant dates for Design in the City are available at www.design-monat.at/programm/

WORKLETS__ Relaxation with a purpose, work with a view. WorkLets are seats made from wood that are set up outdoors – preferably at idyllic sites with outstandingly beautiful views – and that are intended to invite people to relax, to pause for a moment and to work. Five of these WorkLets, prototypes for a new generation of the classic park bench, are presented as part of the Grand Opening of the Design Month on May 6 in the courtyard of the Minoritenzentrum Graz.

This year's material sponsor is JAF ZENGERER GmbH, a company that focuses on tradition and regionality.

OTHER ITEMS ON THE PROGRAM__ The Design Month Graz is packed with many more items on the design festival program. **Around Autofiction** shows a snapshot of the activities and initiatives undertaken by the UNESCO Cities of Design around the future topic of mobility in the form of an exhibition in the Lendhafen. The **Fesch'Markt** fair will take place again from May 6 to 8 in the Seifenfabrik Graz, and the **Fifteen Seconds Festival** will bring inspiring talks to the Stadthalle Graz on June 9 and 10. The annual exhibition **taste the ortwein** provides an opportunity for graduating students of the HTBLVA Graz Ortweinschule for Design and Structural Engineering to display their work at designforum Steiermark starting June 2.

Beyond the city borders of Graz, those interested in design can take a walk or an e-bike tour through the mountain village of Trahütten with six stops for seeing and experiencing nature- and local-related design approaches with

the format **designfrische** – and also get creative themselves as part of the exhibition.

During the Design Month Graz, Schloss Hollenegg for Design also opens its doors once again to host its annual design exhibition: in the historic halls, the **East to West** exhibition by curator Alice Stori Liechtenstein makes clear how east and west have always influenced one another. 18 designers were invited to submit projects that tell stories of travel and displacement.

At the **Design Battle** hosted by carpentry Josef Prödl on May 19, teams of designers and experts from other disciplines will meet and work together in an exciting joint effort to create a specific wood-related object against the clock.

CREATIVE INDUSTRIES STYRIA__ Creative Industries Styria GmbH is a networking organization for creative businesses in Styria and primary organizer of the Design Month Graz. It creates awareness for the creative sector on a regional and international level. As such, the organization actively participates in facilitating structural change towards a knowledge-based production society and initiates and coordinates initiatives and key projects in the creative sector. It acts as a cooperation partner and point of contact for institutions and companies looking to implement creative concepts, while also supporting their realization efforts with project-related advice and networking opportunities. This is especially important because the creative sector strengthens innovation processes in companies by clearly establishing design as a holistic approach to generating product and service innovations across all other economic sectors. This is why it is a key factor in location development and the formation of innovation hubs.

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