



## STADTARBEIT

### TEN YEARS OF DESIGN FEATURING THE CITY

#### URBAN DEVELOPMENTS IN THE INTERNATIONAL DISCOURSE

As an internationally acting but locally based platform, VIENNA DESIGN WEEK has not only focused broader (and frequently first-ever) public attention on a young generation of designers, but has also changed the outside world's perception of Vienna and enriched the city itself: a city of "cultural heritage" has thus also become a place of contemporary design and of experimental and process-oriented work at the design field's interfaces with artisanship and architecture as well as with social issues and urban development.

Numerous projects have already completed their test phases as part of the festival and are now solidly anchored in the city. And the strategies to activate the city that have been applied here can be viewed as models capable of being transferred to other places, as well. Facts and data pertaining to the sustainability of the festival's economic and cultural impact have been documented and analysed as part of an evaluative study that was commissioned for this publication and that is included here as its own section.

Alongside being a selective survey of VIENNA DESIGN WEEK's 10 years of festival culture, *Stadtarbeit* is intended above all as a design book that retraces the field's wide-ranging developments during this period in an enjoyable and vividly descriptive way while also placing them in the context of today's design discourse. And to this end, it also introduces and provides detailed descriptions of the most innovative and successful projects.

Since 2007, the festival VIENNA DESIGN WEEK has been working to advance and render visible both international and Austrian design in Vienna – not just for expert circles and designers, but for all who are interested in design and in Vienna in general.

**CONTRIBUTIONS BY:** Alice Rawsthorn, Deyan Sudjic, Chris Dercon, Amelie Klein, Christopher Wurmdobler, et al.

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