

---

**Call for Programme**

**design  
monat  
graz  
2019**

**10th May to 9th June 2019**

*Registration deadline: 4th February 2019*

# Design ...

---

*... is, on the one hand, a differentiating characteristic of products and services and, on the other hand, a profound, comprehensive process of formation. As a UNESCO City of Design, Graz uses these complex aspects to create an added value for designers, industries, disciplines, for Graz as a location and for Styria as a whole by visualising design in a targeted manner. After all, a strong design location promotes regional potentials, encourages the marketing of local products, and creates and safeguards jobs.*

---

## Designmonat Graz 2019

Designers are invited to hand in a topic for Designmonat Graz. In the course of 'World Wide Things Collection' we will show selected design items from different UNESCO Cities of Design. The popular format 'Design in the City' will display once more interesting collaborations between designers and local shops. The design festival 'assembly' does focus on fashion design. Additional events will be an exhibition at Schloss Hollenegg for Design and the Design Battle at the carpentry of Josef Proedl. A showcase at designforum Steiermark and a three-day-program at the event location Murinsel will bring Turkish design from the UNESCO City of Design Istanbul to Graz.

---

## Programme focus

### Women & Design

Design and product design – a history of misunderstandings and clichés, especially when it comes to gender. The design of everyday objects still reflects the gender stereotypes of their designers. It becomes particularly delicate when „well-intentioned“ gender-specific design, which respects female

preferences and needs, does actually reinforce role stereotypes. For a long time, a generation of young, highly educated and internationally connected female designers has been active, who do not seek their professional sake in the battle of the sexes, but act with great self-confidence and do draw from the full. Female designers prefer to impress with their work rather than with slogans and that way truly live gender equality within the creative community.

Yet, the most famous designers - similar to architecture - are still men. The reasons may be complex. Is it ultimately the desire for (design) power, the gesture of self-efficacy and the talent for self-marketing that provides men a disproportionately high share of the Bel Etage of product design? While fashion and graphic design are mostly dominated by women, industrial and product design seem to remain a man's domain. So what does it take? We must overcome old and outdated role models and encourage young women to venture into technically demanding design disciplines. There is also a need for the awareness of gender-sensitive design and, last but not least, designers who are willing to enthusiastically break down clichés.

**In 2019, Designmonat Graz will focus on the topic „Women and Design“ and will therefore prioritise entries submitted for this area of focus.**

## Complex networking

---

The Creative Industries Styria coordinates and organises Designmonat Graz – one month dedicated to design - thus signalling the strong value of design in society and economy. It provides a joint roof of marketing, creating awareness for the topic of design, promoting and broadcasting it over various channels.

## Interested?

Please submit a description of your contribution to the programme via the online application form. Make sure to include key data and high resolution images.

---

## Submission criteria

Programme items for Designmonat Graz can be submitted via the online application form only.

### **Particular attention should be paid to the following:**

#### **- Self responsibility**

The choice for the format and nature of the event are at the entrants' discretion – be it presentation, event, exhibition, a single programme item or series of programmes. The programme item must be fully conceived and calculated upon submission. Sketches for projects and works at conception stage cannot be considered. The content of the proposal must be explained in clear and cogent words.

#### **- Self initiative**

The success of the submitted programme item depends substantially on the entrants' own initiative. Designmonat Graz is a common marketing roof covering a multiplicity of programme items. It is not, however, a substitute for personal commitment and promotion for the event.

#### **- Self funding**

Every participant holds the event at his or her own expense. The Creative Industries Styria cannot provide any funds for realisation! The funding must be acquired by the participants themselves.

## Formal submission criteria

Describe your programme item using the online application form including all essential aspects and upload significant images of the project (max. 4, file size: max. 2 MB, horizontal format, including credits).

#### **- Facts & Figures of the programme item**

Who? What? Why? Where? How long?

#### **- Detailed programme description**

Event concept, funding, images, location, etc.

The member status will be requested during the registration. By sending the form you automatically acknowledge a Free Membership - as far as you are not registered as a member yet.

**Information about the membership can be found on [www.cis-member.at](http://www.cis-member.at)**

---

## Programme specific criteria

All programme suggestions must be finalised, fully financed and of professional quality. Projects dedicated to the programme focus are preferred.

The programme proposal submitted must be of high quality and relevance to the overall context of Graz as UNESCO City of Design. Designmonat Graz is intended to grow beyond the borders of Graz: it is therefore our expressed wish for programme submissions to take also place outside of Graz and all over Styria. An inclusion in the programme is based on the orientation of the suggested programme in terms of content, fulfilment of the criteria and the recommendation of the jury.

### - Jury

An independent and international panel of experts ensures that the programme items for Designmonat Graz meet the high standards of quality of an UNESCO City of Design. The online application form serves for the evaluation by the jury.

## Services of Creative Industries Styria

As the initiator and organiser of Designmonat Graz the Creative Industries Styria makes use of all channels of marketing and public available to promote the programme on a regional, national and international level. A magazine, a Pocket Guide, a calendar as well as a documentation are published for Designmonat Graz. All information can also be found on [www.designmonat.at](http://www.designmonat.at) in German and English as well as through Social Media, such as Facebook and Twitter.

### - Schedule coordination

The Creative Industries Styria has an overview on all submitted programme items. This ensures the best timing of the submitted programme items and avoids overlaps.

### - Marketing support

The Creative Industries Styria communicates the overall programme and Designmonat Graz, thereby CIS also supports the marketing of the submitted programme item. Media relations of the individual items will be in collaboration and cooperation with the partners.

---

## Timeline

### 4th February 2019: Registration deadline

The jury will convene the following week (CW 7 | 2019). All applicants will be informed about the results immediately.

Online registration deadline:

4th February 2019

[members.cis.at/CALL2019](http://members.cis.at/CALL2019)

---

---

## Contact

Barbara Nußmüller  
Creative Industries Styria GmbH  
Marienplatz 1, A-8020 Graz  
+43 316 890 598-13  
barbara.nussmueller@cis.at

---

### With friendly support of:

