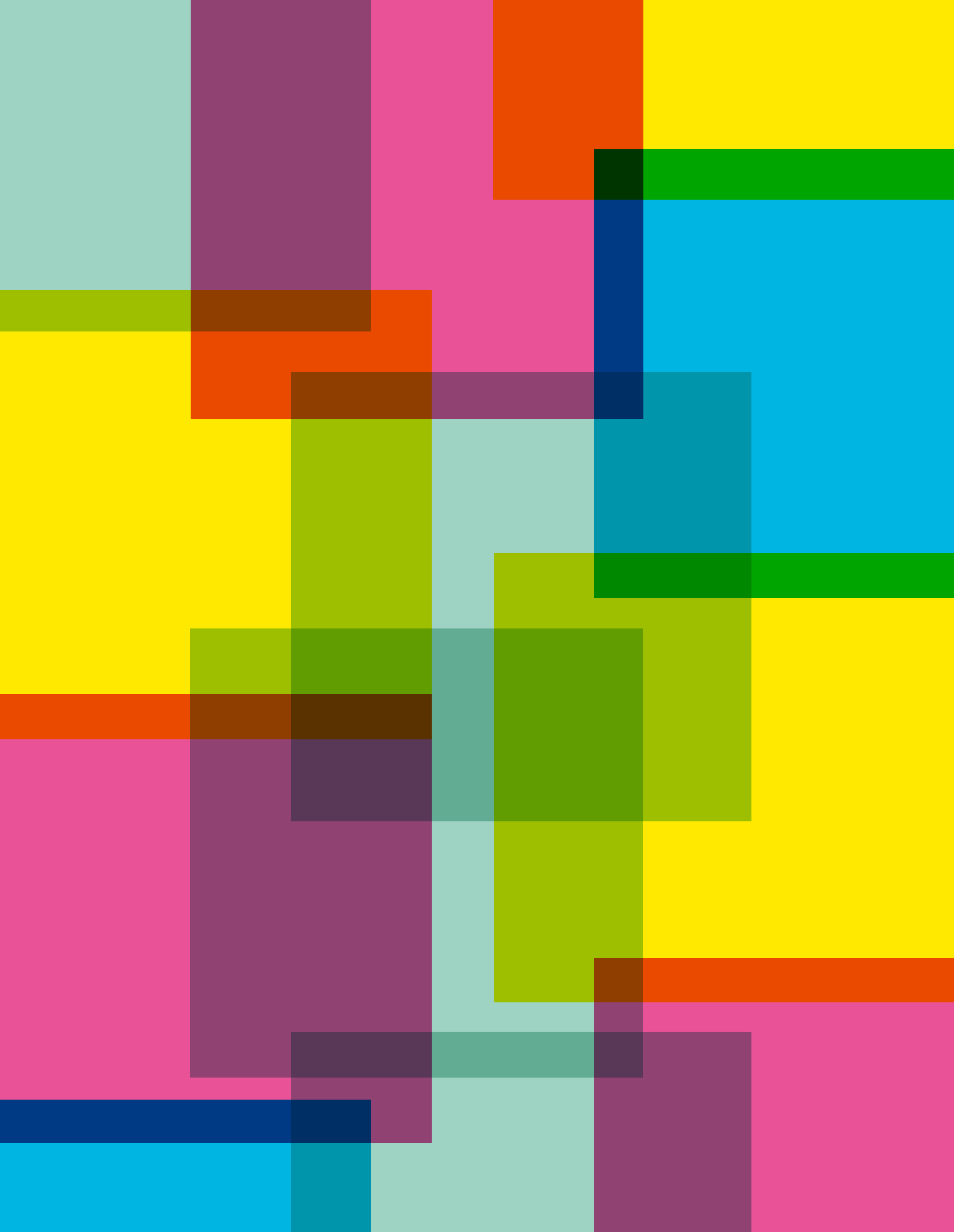


2011–2016

DE EN

GRAZ UNESCO City of Design

Monitoring Report

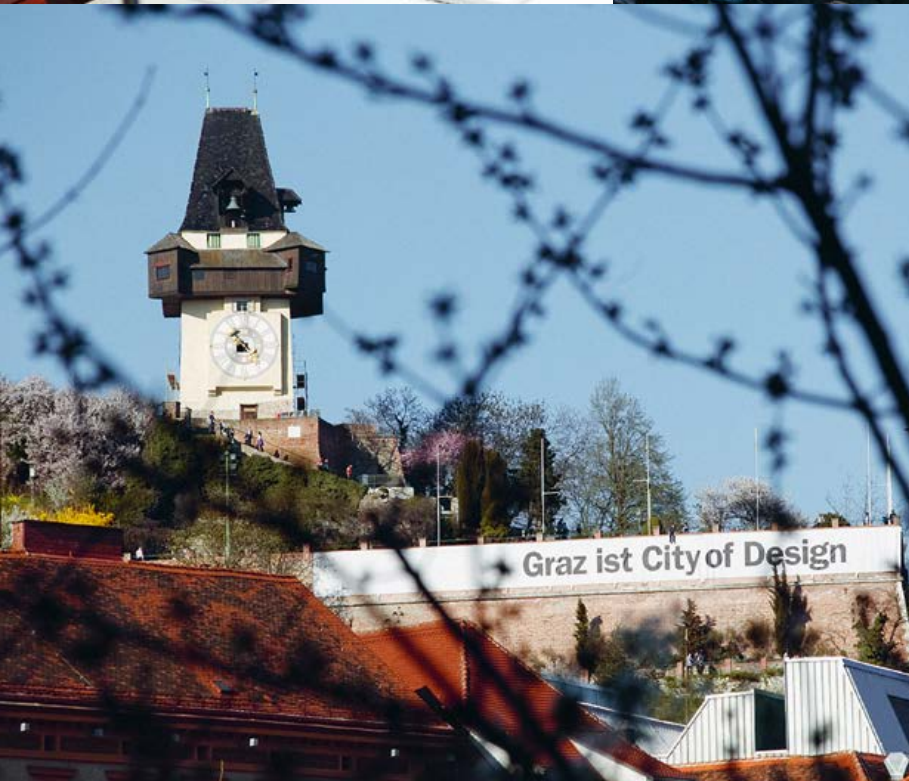


GRAZ UNESCO City of Design

**Monitoring
Report**

**»What is
Design?
'It means
creativity of
something
that doesn't
already exist.'«**







Selected

AUSSTELLUNGSDAUER | DURATION: 1. – 31.05.2015
ÖFFNUNGSZEIT | OPENING TIMES: 12:00 – 19:00
WEB: <http://selected-design.com>

DE Die internationale Ausstellung **SELECTED 2015** präsentiert im Rahmen des Designmonats Graz jährlich Produkte von renommierten und etablierten Designern und Neuentwicklungen aus dem Bereich Interior Design. Dabei werden neben marktreifen Produkten und innovativen Konzepten auch progressive Studien aus verschiedenen Disziplinen gezeigt. Der Fokus bei der Auswahl der Sammlung liegt in der Aktualität und Professionalität sowie in ihrer Umsetzung innerhalb des Mainstreams. Jede/r unserer 52 Designerinnen hat sich auf ganz eigene Weise unterschiedliche Materialien, Handwerksverfahren und Formen zu eigen gemacht und zu innovativen, ästhetisch ansprechenden und am Puls ihrer Zeit stehenden Produkten zusammengefügt.

EN **SELECTED 2015** is an exhibition of contemporary furniture and product design. Every year, this international exhibition presents products from renowned and established designers as well as from newcomers working in the field of interior design. This all takes place within the context of the Graz Design Month. Market-ready products, innovative concepts and progressive studies from various disciplines are exhibited. During the selection process for the exhibition, there is a focus on topicality, professionalism and innovation in implementation. During the Graz Design Month 2015, visitors have a month's time to discover selected works of 52 different designers.

SELECTED TEAM

Alexa Holzer
Curator
Fernanda Reis
Exhibition Design and Production





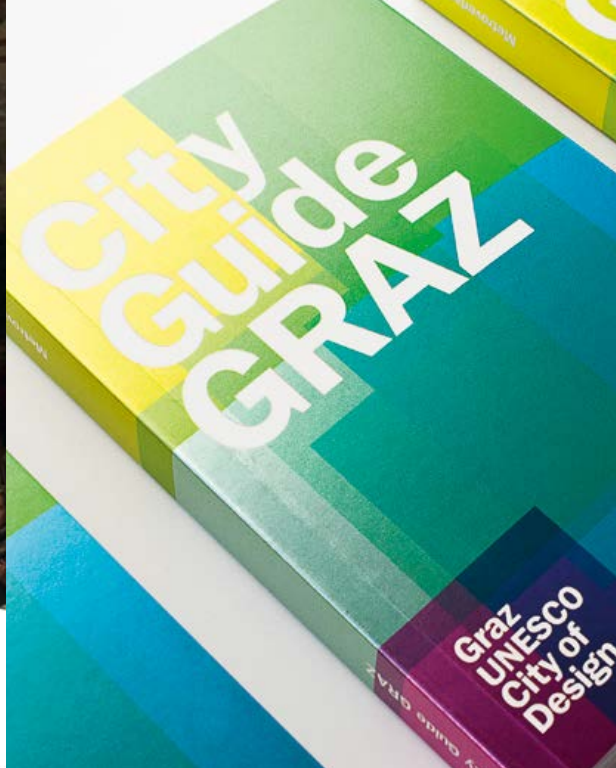


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Vision and Strategy

In Graz and Styria, the creative industries have been part of the local and regional economic strategies for more than 10 years. Hereby, they emphasize the increasing importance of creative and innovative work which accompanies and significantly shapes the change from a society based on production to a knowledge and service society. The work of the future will be knowledge-intensive, highly specialized and innovation-orientated, which also defines the economic and sociological framework for the creative industries. This requires economic directions in order to be able to keep pace with those developments. It also calls for a clear position and awareness what it really means to lay conscious emphasis on the creative industries and what we are talking about when we refer to creativity in general and design in particular.

The term 'design' faces a couple of difficulties which persistently impede or at least complicate the generally common interpretation of the word. The con-

notation of the draft, the sketch, is almost entirely missing in German, which in turn shifts its meaning, namely from the actual relevant function of the elaborate creation to the level of the superficial enhancement. Graz, since its application as a UNESCO City of Design, which dates back to the year 2008, has been working on anchoring a modern and contemporary conception of design in the awareness of the city and its inhabitants.

For Graz, being a City of Design does not mean to achieve one-off effects but to perceive design as a holistic achievement of creation permeating all aspects of life. The assumption is that the function of design is to primarily facilitate people's life, hence, it solely serves the human being in her/ his manifold situations of life and work.

All activities of the City of Graz as a UNESCO City of Design are based on this conceptual background and parallel in accordance with the Sustainable

Development Goals of UNESCO, which majorly contribute to the sustainable improvement of all humans' living situations. The City of Graz, for example when working on current projects of urban development, puts a special focus on a modern and intelligent infrastructure. The project 'Smart City Graz' covers two plots (in the vicinity of Waagner-Biro-Strasse, Grazer Hauptbahnhof and Graz-Reininghaus), on which they implement the vision of a low-emission city saving energy and resources as well as offering the highest possible quality of life. In 2013, the local council has anchored 'Smart City' in the urban development concept as a principle of urban development. In the Smart City Graz Waagner Biro Quarter there should be about 3,800 additional people living until 2025. In total, the city provides 1,500 jobs and private project partners and the City of Graz will invest about 330 million Euro in the new part of the city.

Design – in its comprehensive meaning – does play an important role in these development projects and also the strategic, location-based considerations assign a key function to design and creativity. Hereby, there are three focused goals: First, Graz wants to expand its role as a European design hotspot. This will strengthen its reputation as a City of Design and will support the local and regional economy, also aloof from the creative industries in the narrower sense, for design also majorly influences the hotel and restaurant business and tourism in general. In 2016, the city recorded for the third time in a row more than one million overnight stays, which for sure is also based on Graz's affinity for

design, culture and creativity. The old city part of Graz, for example, has been a UNESCO world cultural heritage since 1999 and in 2003 Graz was the European Capital of Culture. The award 'UNESCO City of Design' is thus the logical continuation of the taken path.

A further strategic goal is – secondly – to push design and creativity as economic boosters. For this purpose, Graz as a capital city and economic center of Styria, holds a very favorable position. The Province of Styria has a lot of economic clusters, thus grown economic regional strengths, and is considered a pioneer in terms of clustering. In Graz, especially in future fields and leading themes such as Mobility, Eco Tech, Health Tech and Green Tech, they create innovative solutions for future challenges, in which design is used equally as a development and management tool. This further requires to empower Graz as a location of education and training where they offer numerous design degree courses that reflect design in its full range and pass on top know-how in terms of design to the next generations.

The (creative) industries of Graz – thirdly – aspire to international networks as the factors of success. Due to the basic social and economic change, networking is of paramount importance. As a UNESCO City of Design there are excellent links – not just for the creative industries but also for the entire spectrum of the Graz- and Styria-based economy. This requires an active role as a UNESCO City of Design, which emphasizes that design and creativity are passionately experienced in the city.

Mayor's Message

In the course of the last years, Graz as a modern and cosmopolitan city has built up an excellent reputation within the international creative community. This is not just based on its consequent positioning as a city of culture and design but also on an innovative, economic environment that enables creative achievements and makes them accessible to the local industry. The number of creative industries is accordingly high: about 50% of the Styrian creative businesses are located directly in Graz, two thirds in Greater Graz. In Graz 15% of all enterprises already do operate within the creative industries. Additionally, the number of the employees within this sector is increasing. While in 2010 only 6,933 people were employed in creative industries, in 2015 the number of employees already increased to 8,553 employees – an increase of 23,37%!

So creativity has definitely become an economic factor in Graz. In combination with the high quality of training at the universities and universities of applied sciences, the city offers a creative climate characterized by openness, versatility and diversity. As a UNESCO City of Design we strive to further consolidate and expand this reputation and to integrate design in the city's daily life. In Graz, we have made design a top priority and located the dedicated UNESCO City of Design Coordination Office right



in the premises of the mayor's office. Together with different departments of the City of Graz and Creative Industries Styria it does work to strengthen the brand UNESCO City of Design, keep it present in public and mostly anchor it within administration – therefore in the DNA of the city.

The present report gives an overview of the manifold activities of the city within the UNESCO Creative Cities Network and hence documents Graz's active role since its admission in 2011. The driving force behind it is a strong and confident creative community whose works are internationally received and who identifies Graz as a renowned hotspot of design.

Siegfried Nagl

Mayor of the City of Graz



Mayor Siegfried Nagl,
Minister Barbara Eibinger-Miedl

Minister's Message

The success of these strategic decisions shows in the figures of the creative businesses. A study published by research institute KMU Austria displays a total number of 4,350 creative businesses. This corresponds to almost 9% of all Styrian enterprises. Those companies employ 15,270 people. The turnover of those creative industries amounts to 1.6 billion Euro per year. Both the number of companies as well as the employment and sales figures have been increasing for years. Thereby, the creative industries have become a significant economic factor in Styria.

The creative environment, interlinked with the ideas of the entrepreneurs, contributes to the fact that Styria is counted among the most innovative regions of Europe. With Graz as a UNESCO City of Design, Styria also has a dynamic, open-minded capital that is internationally well-known for being a center of design and creativity.

Barbara Eibinger-Miedl

Minister of Economy, Tourism, Europe,
Science and Research, Province of Styria

Creativity and innovation are essential elements in order to be successful within economic competition. This is why in Styria we have been focusing on the creative industries as one of the strengths of local economy for more than 10 years. In 2007 the network society Creative Industries Styria was founded which has been linking our creative industries with companies from crafts, trade and industry. This opens up new chances and perspectives for both sides. Already now, the creative industries have got a great impact on the quality of the business location and their significance will even increase in the future.

1.

Summary

In 2011 Graz was included as a City of Design in the UNESCO Creative Cities Network. Right from the beginning Graz has played an active role within the Creative Cities, shown by the many activities, initiatives and projects documented in this report, which is the second one after 2013. While in the first years it was all about raising awareness in terms of the topics of design and creativity, it has to be noted by 2015 at the latest, that design as a strategic instrument has gained in importance and that companies have counted more consequently and more specifically on the innovative strength of design.

The creative industries – and thus the entire design industry – have been developing very well in Graz, which is based on a range of factors. On the one hand, with **the University of Applied Sciences Joanneum** (FH Joanneum), the city has got an internationally renowned training institute that set up several design degree programs, on the other hand, due to long-term strategic work, the topic of design has flown in the economy and administration of the city and hence has become an integral part of the urban identity.

The driving forces of this work are both the City of Graz itself, that created an important hub regarding networking by establishing **the UNESCO City of Design Coordination Office at the mayor's office**, and **the Creative City Management Office** of the **Dept. of Development of Economy and**

Tourism, and **Creative Industries Styria**, that already guided Graz's application to become a UNESCO City of Design and that provides profound professional knowledge and excellent industry expertise. This successful team consisting of the City of Graz and Creative Industries Styria will continue to operate in the same constellation and will further nurture and develop Graz as a UNESCO City of Design.

The formats, activities and initiatives, which were partly already established prior to the admission to the UNESCO Creative Cities Network, have been adapted and further developed within the last years. Especially **Designmonat Graz** and **Designforum Steiermark** have become fixed components which visualize design in the city and have attracted almost **one million visitors** since 2009.

Further key elements of the work as a UNESCO City of Design are **international exchange** and **global networking**. Those activities will be continued in the future, for example by **COD Xchange-Program – COD¹⁰⁰** or by further intensifying the exchange at a students' level. Future plans include the foundation of a **Design Center** which should function, among others, as a center of transfer and competence of leading-edge technology of superior design. Further, Graz, as the first Austrian city, will develop a **design strategy** that can serve as a model for a regional and national design strategy.

2.

General Information

| | |
|--|--|
| Name of the city | Graz |
| Country | Austria |
| Creative field of designation | Design |
| Date of designation | March 14, 2011 |
| Date of submission of the current report | November 2017 |
| Entity responsible for the report | The City of Graz, Coordination Office City of Design and Creative Industries Styria |
| Previous reports submitted and dates | Graz UNESCO City of Design Report 2011–2013 |
| Contact | City of Graz–City of Design Coordination Office of the Mayor’s Office Palais Thinnfeld Mariahilferstraße 2, 8020 GRAZ Contact: Wolfgang Skerget T +43 316 872 2106 E wolfgang.skerget@stadt.graz.at Creative Industries Styria Marienplatz 1, 8020 Graz Contact: Eberhard Schrempf T +43 316 890 598 E eberhard.schrempf@cis.at www.cis.at www.graz-cityofdesign.at |

3.

Contribution to the Network's Global Management

Since its appointment as a UNESCO City of Design in 2011, Graz has assumed an active role within the network of Creative Cities and has maintained it until today. The result is a clearly outlined profile of the city as an innovative provider of ideas and a creative engine of implementation.

Participations in the conferences of the UNESCO Creative Cities Network

Since its appointment in 2011, Graz has taken part in all annual meetings of the UNESCO Creative Cities with a delegation:

Montréal

(UNESCO City of Design, 2012)

Bologna

(UNESCO City of Music, 2013)

Chengdu

(UNESCO City of Gastronomy, 2014)

Kanazawa

(UNESCO City of Crafts and Folk Arts, 2015)

Östersund

(UNESCO City of Gastronomy, 2016)

Additionally, Graz has also taken part in all subnetwork meetings of the UNESCO Cities of Design:

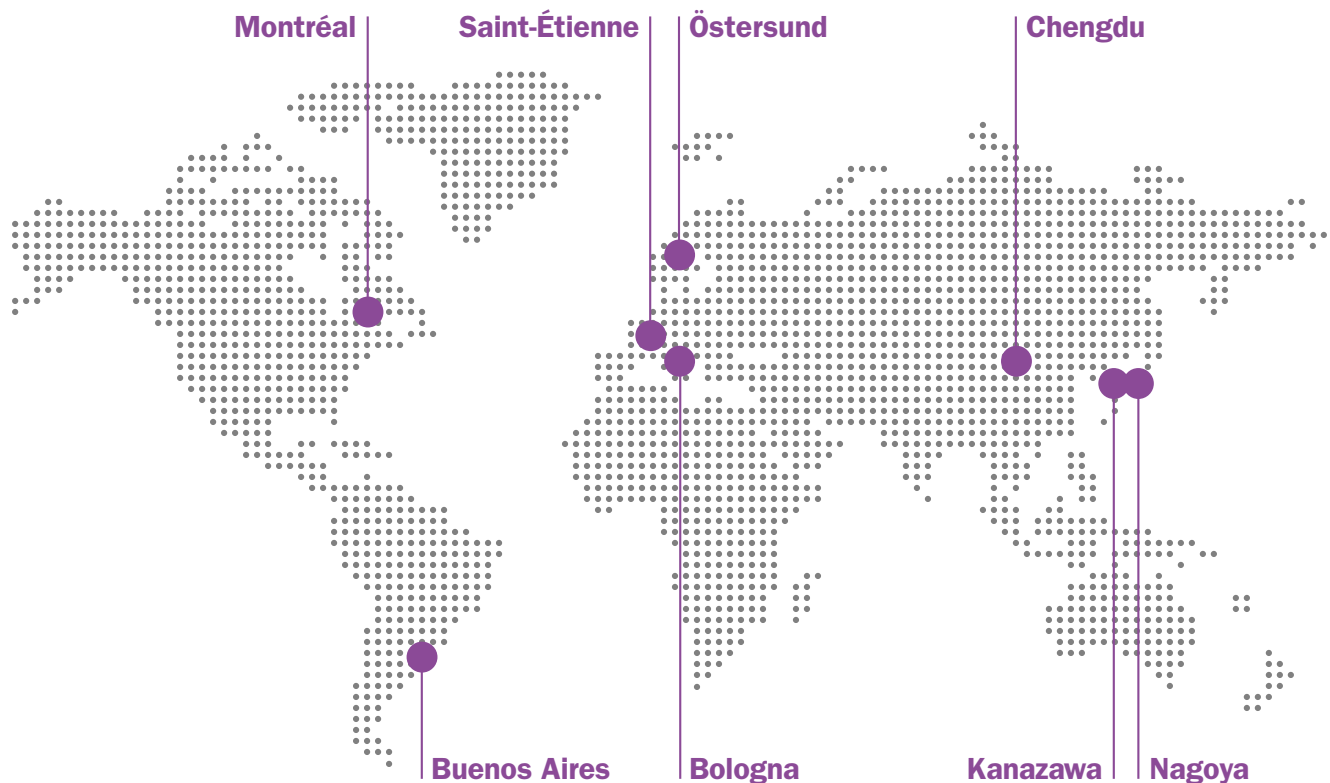
Montréal and Kobe, 2012

Saint-Étienne and Bologna, 2013

Berlin and Chengdu, 2014

Saint-Étienne, Nagoya and Kanazawa, 2015

Paris and Östersund, 2016



Host of a UCCN annual meeting/an international conference with UCCN members

Until now, Graz has not been a host of an annual meeting of UNESCO Creative Cities or an international conference with UCCN members.

Partnerships and cooperation with other UNESCO Cities of Design

Graz has a very good relationship with the design partner cities of UCCN and has been engaged in active and intensive networking. This allows creative professionals from Graz – and especially students of design-related Graz-based degree programs – to gather international experiences in the partner cities, and Graz in return, can present itself as a vibrant design city with excellent educational facilities. Those networking activities reflect in the visit of many conferences, festivals and meetings and the participation in common programs, which Graz uses to present itself and emphasize its active role as a member of UCCN. One of the most impor-

tant formats is [Designmonat Graz, founded in 2009](#), which functions as a networking platform and has by now become an established date within the international design calendar. The international cooperation with the design partner cities gives the program more depth and relevance and at the same time provides for acceptance and awareness among the local audience.

Since then, in the form of exhibitions within Designmonat Graz, the following UNESCO Cities of Design have presented themselves in Graz: **Buenos Aires** (2012), **Nagoya** (2013), **Saint-Étienne** (2014), **Montréal** (2015).

Remuneration in cash or in kind to the Network

In the course of the conception and the development of the web design for the UNESCO Cities of Design (www.designcities.net), Creative Industries Styria bore the costs for the project management (see point 3.8). This comprised in the initial phase the costs for pro-

ject management and translating as well as traveling, for which a [total of 30,000 Euro](#) were provided. The running expenses for the content management are also borne by UNESCO City of Design Graz.

Design of the web platform for the UNESCO Cities of Design

In order to foster the exchange within the UNESCO Creative Cities Network, especially of the subnetwork of the Cities of Design, in [2012, at the Annual Meeting of UNESCO in Montréal](#), it was decided to create and set up a website for the network. The former 11 Cities of Design agreed on nominating agencies

for the implementation and the City of Graz, represented by Creative Industries Styria, was entrusted with the management of the process, the preparation of the tender documents and the management of the nominations.

In the course of the UNESCO Annual Meeting in Bologna, three cities presented their concepts for the website: Graz, Berlin and Buenos Aires. The winner was the Graz-based agency Parkside, that was finally hired for the implementation. The City of Graz, represented by Creative Industries Styria, is responsible for the management, settlement and editorial coordination. Due to organizational changes within the sec-

retariat of UNESCO, on the occasion of General Assembly 2014 in Chengdu, it was agreed that not the entire network of UNESCO Creative Cities would participate in the web project, but only the Cities of Design, which had amounted to 16 cities by then. In 2015 the programming and implementation started and after an internal test run, the website www.designcities.net was launched in April 2016.

Aims of the website

- Presentation of the global design network
- Individual presentation of each City of Design; unified presentation to the outer world
- Transparency of the cities – Pizza-Method: Which services do the cities offer?
- Showcase of internationally relevant projects, activities, events, calls
- Enhanced communication & linking of the cities
- Access to all cities via landing points
- Access to all official COD representatives in the cities
- Common calendar of events for better coordination and planning
- Common calendar of events for better information

Participation in the UNESCO Creative Cities Network Steering Group

Between 2015 and 2016 Graz was an active member of the UNESCO Creative Cities Network Steering Group. The tasks of the Steering Group include, among others, to facilitate the communication between UNESCO and the member cities, handle applications for a

membership within the network, and evaluate the monitoring reports from the member cities. Eberhard Schrempf, Managing Director of Creative Industries Styria, took part in a meeting of the Steering Group.

Evaluations of submissions regarding the admission to the UNESCO Creative Cities Network

Within the last four years, Graz has taken on an active role in terms of expanding the network and has thus evaluated the admissions of the following cities:

Kaunas (Lithuania), **Budapest** (Hungary), **Singapore** (Singapore), **Detroit** (USA), **Bandung** (Indonesia), **Puebla** (Mexico)

4.

Major Local Initiatives

The future progress of Graz as a UNESCO City of Design is based on a conscious strategic decision of the City of Graz. For this purpose, they established an own department, the **City of Design Coordination Office**. In terms of operation and concept, the coordination office cooperates with the network organization **Creative Industries Styria**, who – with their designated know-how – function as a center of competence for design and a driving force for the City of Graz. According to the city's economic strategy, the topic of City of Design naturally goes along with the manifold activities of the **Dept. of Development of Economy and Tourism**.

The essential factor hereby is its task to include and anchor the topic of design within urban administration and the services of the city and hence, to build awareness.

UNESCO City of Design Coordination Office

With the admission of Graz to UCCN, administrative structures were adapted as well. The management of the application was the responsibility of Creative Industries Styria, that accompanied the process and introduced it to the local creative community. In 2014 the City of Design Coordination Office was established at the mayor's office. Following, the staff was expanded in order to perform various duties like the pooling of all relevant forces within the municipal administration, plus raising and increasing an adequate awareness. The coordination office is also a focal point for public as well as private commercial initiatives that support the stra-

tegic objectives of Graz as a UNESCO City of Design.

Considering this background, the coordination office's fields of activities include the image of Graz, the municipal administration and Graz's urban development. It makes sure that design becomes visible in the city and accelerates urban development through design. The essential factor hereby is its task to include and anchor the topic of design within urban administration and the services of the city. Additionally, the City of Graz also represents an important employer of the creative community and thus serves as a role model.

Department of Development of Economy and Tourism

The Department of Development of Economy and Tourism is the service center and contact point for all Graz-based companies, especially the creative community. At the same time the department is the interface for public institutions in the city, the Province of Styria, the federal government and the EU. The department supports Graz-based entrepreneurs and renowned businesspeople on their way to success and fosters them through different offers and funds. Those include a crowdfunding promotion, funding in terms of rent, a co-working promotion of employment and interpretation services for founders.

The department considers itself a bridge builder between the Graz-based creative community and other enterprises as well as interested groups. Doing so, it develops and supports creative and innovative projects

and subsequently promotes the economic development of the City of Graz.

In the context of City of Design, the Department of Development of Economy and Tourism operates in the fields of [economy, tourism](#), and [start-up companies/young entrepreneurs](#). It supports and promotes the local creative scene by constantly working on improving the framework conditions. It hereby contributes to economic development through design and creativity by aiming at improving the creation of value within the creative industries as well as the quality of the (creative) business location. Also located in the Department of Development of Economy and Tourism is [Creative City Management](#), which helps generate adequate conditions to create further jobs within the Graz-based creative industries and implement innovative ideas.

Creative Industries Styria

The network society Creative Industries Styria is the design competence center with expertise in all relevant design areas and strong links to the local, regional and international design scene. It is a central contact for the development of the creative industries in Styria and its major task, among others, is to coordinate, further develop and position the wide range of creative services in the overall context of Styrian economy. Hereby, it assumes the role of a mediator and contact for companies from the creative industries and enterprises that are interested in a cooperation and partnerships with the creative community.

On the website www.cis.at, Creative Industries Styria offers the largest directory of creative businesses in Styria in order to visualize those creative industries.

It includes:

1,400 members
5,500 newsletter subscribers
13,200 addresses in the extended mailing list

Creative Industries Styria is a founding member of [ADN – Austria Design Net](#) and [ECBN – European Creative Business Network](#) and a partner of [designaustria](#). Regarding the work related to the UCCN network, Creative Industries Styria's main fields of activity are [economy, location and design](#). They are responsible for networking, internationalization and they did develop an own format with the project [Design Transfer](#), in order to transfer design to local and regional enterprises. Creative Industries Styria's main projects and aims are, among others, [Designmonat Graz](#), [Designforum Steiermark](#), [international linking](#) and increasing added value within Styrian creative industries.

Projects und initiatives

Designmonat Graz

The first Designmonat Graz, designed and organized by Creative Industries Styria, took place in 2009. Since then, the 4-week festival has developed into a central performance show of the local, regional, national and international design community, which also shows international radiance. In the meanwhile, Designmonat Graz has become an established date within all international design calendars and enjoys widespread acceptance both in the creative community and also in the city itself.

For the partner cities within the UCCN, Designmonat Graz offers a great opportunity to present themselves to a broad public audience. Between 2011 and 2017 Designmonat Graz counted

458,210 visitors
598 events and 492 program and project partners.

2017 was so far the most successful year within the almost 10-year history of Designmonat Graz: 91,100 visitors were counted at 126 events with 101 partners.

Designforum Steiermark

Designforum Steiermark was already founded in 2010 – one year before Graz's appointment as a UNESCO City of Design. It is a center of dialogue, competence and exchange, which transports different aspects of the topic design to the public and makes it immediately graspable. Until 2015 Designforum Steiermark was located at the Kunsthhaus Graz, then it moved to the central and easily accessible location Andreas-Hofer-Platz. On a surface of 235 m², on 2 levels, there is space available for exhibitions, presentations, projects, workshops, and lectures. Design should not only be

perceived at a merely aesthetic level but in course of its comprehensive economic and social relevance. Designforum Steiermark is, apart from Designforum Vienna, Vorarlberg and Tyrol, the fourth design forum in Austria. Those centers create room to experience and discuss design and to learn from it. They are platforms of dialogue, presentation and networking for design and design-based disciplines.

Between 2010 and 2016 Designforum Steiermark counted **35 exhibitions** with **314,543 visitors.**

Calls and Competitions

Creative Industries Styria constantly gets invitations to international calls and competitions. Those are filtered and edited to pass them on to the creative community. Being a UNESCO City of Design, Graz considers this mediation work very important: This way, between 2011 and April 2016, **239 invitations** were directly forwarded to the creative scene.

Additionally, **15 international competitions and calls** were communicated to the creative community. 6 were announced by the City of Graz, 9 came from other UNESCO Cities of Design.

2011 • CODE Graz – poster competition

2011 • Shenzhen City Logo Design

2011 • YUL-MTL – Competition of urban development, Montréal

2011 • COD T-Shirt contest

2012 • Re-design of the Tourism Information Center Graz

2013 • 'EmpathCITY, Making you City Together', UNESCO Design Cities exhibition in the course of International Design Biennale Saint-Étienne

2013 • SZ+DAY 2013 (Shenzhen Design Award for Young Talents)

2013 • Communication Platform for UNESCO Creative Cities

2015 • SZ+DAY 2015

2015 • International Design Biennale Saint-Étienne, participation of designers

2015 • Design competition of Tegetthoffbruecke in Graz

2016 • Smart City Graz Waagner Biro – competition for the design of public space

2016 • International Design Contest Science Island, Kaunas

2016 • 'Are you talking to me', community exhibition of UNESCO Cities of Design on the occasion of UNESCO Annual Meeting 2017

2016 • FrenchTech Saint-Étienne, call for start-up companies

Additionally, representatives of the local design community were sent to international events, showcases, exhibitions, in order to present their portfolios in the form of lectures, workshops and presentations and hence to find new markets and clients and intensify the internationalization of their companies and the location Graz.

Design City Guide Graz

In 2012 the first Design City Guide Graz, which presents the design city Graz on 220 pages, was published. In the publication, people from different design and art businesses provide tips in terms of food, drinks, shopping and lodging in Graz. The single chapters follow central geographical points.

Each chapter functions as a kind of **mini-map** for a piece of Graz that users can explore by tram, bus, bike or just walking. The guide is not just addressed to visitors but it also enables the people of Graz to look at the city from a different point of view and thus learn more about design in the city.

Design Transfer

From 2016 on, Creative Industries Styria initiated the project Design Transfer, which aims at increasing enterprises' awareness of the topic of design. In the course of this, Creative Industries Styria provide plenty of services in order to increase the success of companies by using design and creativity. This comprises, among others, a position determination of the current use of design in the company, consulting services regarding the possibilities and perspectives in terms of design and specific linking with adequate creative businesses.

The primary objective of [Design Transfer is to improve the awareness in terms of design, the value and the strategic importance of design within companies](#). Design is no longer a kind of styling but instead it is the innovative power of design that is paramount and defines design as a process and strategy to achieve corporate goals. Additionally, knowledge and idea sharing between designers and companies gets more room. The network society Creative Industries Styria takes on the function of a bridge builder and mediator between the companies and the creative professionals.

COD¹⁰⁰ – Xchange Programm

Graz has developed a program for designers in order to support the [exchange with the UNESCO Cities of Design](#). The program '[100 days in a UNESCO City of Design](#)' enables Graz-based creative professionals to work, make contacts, gather experiences and broaden their horizon for 100 days in a City of Design. The program actively supports networking among the creative communities of UNESCO Cities of Design. It opens up

perspectives for companies and creative professionals and hence strengthens the competitiveness of the economic locations. As a first step, the Dept. of Development of Economy and Tourism provides the funding of two trips and stays in a UNESCO City of Design. In return, Graz-based creative businesses have the opportunity to become hosts for designers from other UNESCO Cities of Design for 100 days.

Murinsel

In 2003, Graz was the European Capital of Culture and received one of its most prominent landmarks, in the middle of the very river that divides the city into two halves. The island in the river Mur, The Murinsel, was created according to plans of the [New Yorker architect Vito Acconci](#). In 2016 the extravagant steel construction with its striking

architecture was completely renovated and since its [new opening in February 2017](#), due to exhibition and sales spaces for creative professionals, it has presented itself as a hub, hotspot and showroom of the Graz-based creative community and as a touristic info point with information on the island and Graz and as a start point for guided tours around Graz.

Services for Founders

The significance of the creative industries as an innovative factor and economic force is quite big: About [15 % of all Graz-based companies already operate in the field of creative industries](#). Therefore, the City of Graz has defined the creative industries as a regional strength within its economic strategy and offers special services and funds mainly to creative businesses, like fast and non-bureau-

cratic renting support, co-working promotion of employment, crowdfunding promotion and interpretation services for founders.

The demand is high:

- 2/3 of the applications for support of rent come from creative businesses.
- Most of the co-working spaces can be found within the creative community.

Communication within Municipal Administration

One of the central tasks of the Coordination Office is anchoring the topic of design in the single departments of the city's administration. This guarantees that the internal admini-

nistration conceives Graz as a UNESCO City of Design and an overall assignment that affects all fields from the mayor's office downwards.

The Design Degree Courses at the University of Applied Sciences Joanneum

At the interface between local or regional and international activities in the course of UCCN there is the Graz-based University of Applied Sciences Joanneum with its design degree courses, under the umbrella of the Department of Media and Design. Since the

University of Applied Sciences Joanneum started in 1995, the number of design-related degree courses has successively increased and is currently amounting to [3 Bachelor's degree courses, 7 Master's degree courses, 3 Master's courses and 5 fields of expertise:](#)

Bachelor's degree courses

- Industrial Design
- Information Design
- Journalism and Public Relations (PR)

Master's degree courses

- Exhibition Design
- Communication Design
- Content Strategy
- Industrial Design
- Interaction Design
- Media Design
- Sound Design

Master's courses

- Public Communication
- Technical Documentation
- Visual Communication and Image Management

Fields of expertise

- Interaction and Learning in real and virtual environments
- Information Design in media and interaction spaces
- Web Literacy
- Mobility Design
- Eco-Innovative Design

The design courses of the University of Applied Sciences Joanneum are important forces for the exchange within the partner cities of UCCN. There are several agreements with partner universities, which offer the opportunity to students to get to know the other City of Design. Hence, for example, there are regularly students from Nagoya who are enrolled as guest students at the University of Applied Sciences Joanneum and students from Graz are exempt from tuition fees in Detroit.

- **Berlin** (University of the Arts)
- **Shenzhen** (Shenzhen University, College of Art and Design)
- **Shanghai** (Tongji University, College of Design and Innovation)
- **Kobe** (Design University Kobe)
- **Nagoya** (Nagoya University, School of Informatics and Sciences)
- **Saint-Étienne** (Higher School of Art and Design)
- **Montréal** (University du Québec in Montréal)
- **Detroit** (College For Creative Studies)

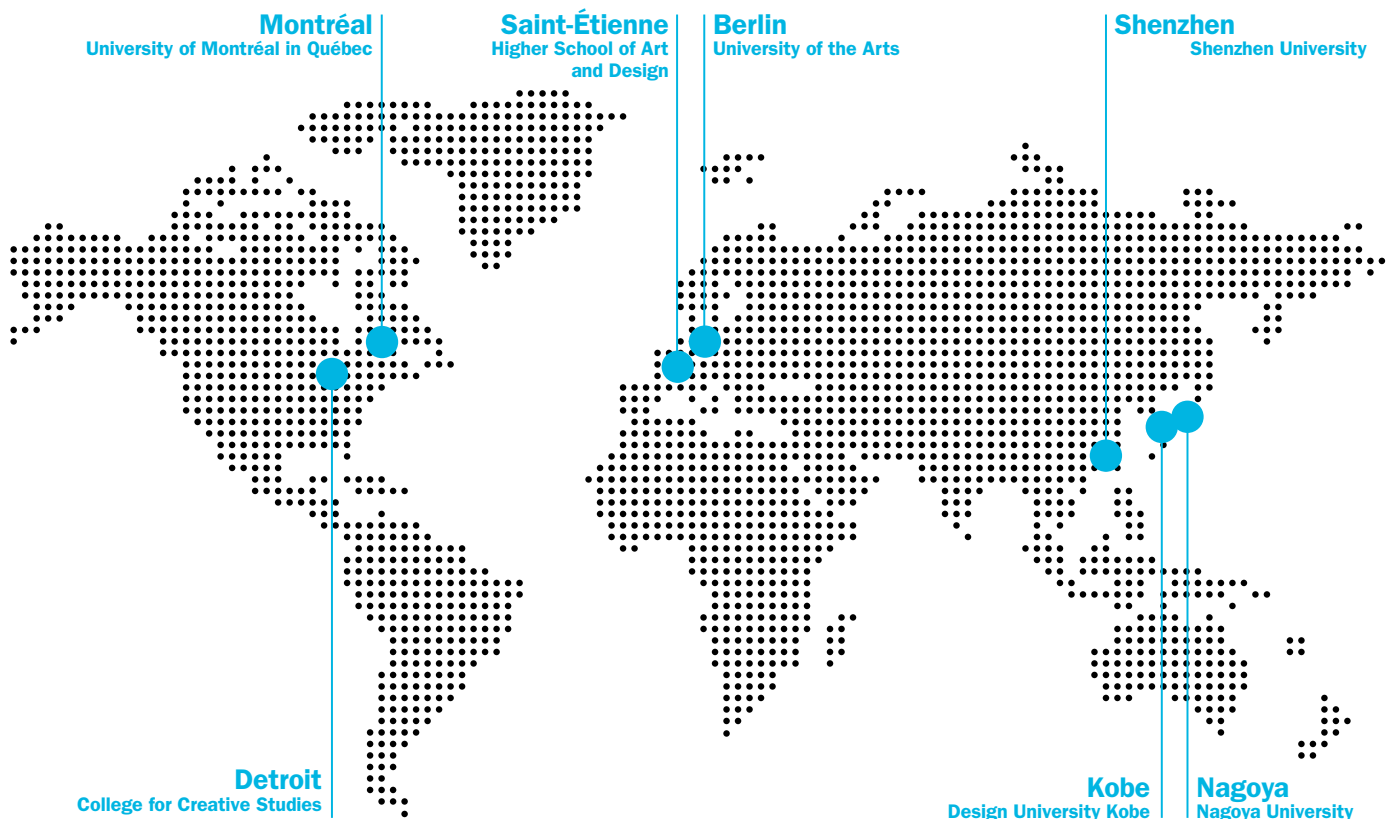
The Department of Media and Design has made an agreement with the following design universities in Cities of Design:

In 2009 students of the University of Applied Sciences JOANNEUM visited the then 6 Cities of Design and created the [Exhibition 'Design Journey'](#), based on their impressions and travel experiences, which was shown within Designmonat Graz 2010. Since then, there has been an annual excursion to a City of Design (2012 Nagoya, 2013 Saint-Étienne, 2014 Montréal, 2015 Detroit), which resulted in exhibitions for the event Designmonat Graz (e.g. 'Nagoya Design meets Graz', 'Saint-Étienne Design meets Graz').

The importance of internationalization is also mediated in a specifically created course at the University of Applied Sciences

JOANNEUM: The lecture ['City of Design – Regionale und internationale Netzwerke \(Regional and international networks\)'](#) provides an overview of local initiatives, institutes and businesses related to the creative industries and does introduce the students into the functionality and organization of big international networks.

Further local partner institutions are universities such as the Technical University of Graz, Graz University of Arts, the University of Applied Economic Arts Campus 02 and schools like Polytechnic Institute of Graz-Ortweinschule and the Academy of Culture and Congress Management.



5.

Major Inter-City Initiatives and Cooperation

Since its admission to the UNESCO Creative Cities Network, Graz has actively communicated and collaborated with the network partners, manifested through the participation in **22 conferences, 68 lectures and workshops, 39 delegation and networking trips** and **37 City of Design projects**.

UCCN Partner Cities in the course of Designmonat Graz

One of the highlights of Designmonat Graz in the years 2012 to 2015 were exhibition projects that resulted in the course of the cooperation with partner cities from the UCCN. Students from the design department of the University of Applied Sciences Joanneum initially visited the cities and then, within Designmonat Graz, created an exhibition based on their personal impressions.

2012: Buenos Aires meets Graz

For the fourth Designmonat Graz in 2012, Graz invited the partner city Buenos Aires to show Argentinian design in the course of the exhibition 'Buenos Aires meets Graz'. The show was organized in cooperation with representatives of CMD Buenos Aires and various Argentinian designers, among them Hernán Berdichevsky, one of the most important Argentinian graphic designers, Paco Savio of Remolino and fashion designer Valeria Pesqueira.

2013: Nagoya meets Graz

A creative cross section of the modern and at the same time traditional Japan was brought to Styria through the exhibition 'Nagoya meets Graz' for the fifth Designmonat Graz in 2013. Renowned labels like Ichiro, that presented unique pieces made of wood, or

designers of luminaires such as Yoshiyuki Hibino, provided insights into the design scene of the partner city Nagoya.

2014: Saint-Étienne meets Graz

Within Designmonat Graz 2014, the French UNESCO City of Design presented the exhibition 'Saint-Étienne meets Graz', which focused on design that enhances daily life. On the basis of different topics, which deal with various aspects of handling design in Saint-Étienne, the exhibition developed a dense scenography which let you experience Saint-Étienne as a City of Design.

2015: Montréal meets Graz

'Ich war dort (I was there) – Montréal meets Graz' presented design from Montréal within Designmonat Graz 2015, among it also objects of the perennial project 'Code Souvenir Montréal', initiated in 2011 on the occasion of the fifth anniversary of Montréal's appointment to a UNESCO City of Design. In total 40 Canadian designers displayed creative, unconventional, stunning and imaginative designs from the UNESCO City of Design Montréal.

Human Cities

In 2014, the research project 'Human Cities', that was promoted by the European Union, evolved from the UCCN and has dealt with measurements to improve the life quality in cities. A lot of different cities have taken part in the project, such as Milan, London, Beograd, Tallinn, Graz, Saint-Étienne, Ljubljana, Helsinki, Bilbao or Brussels. What they all have in common are partly similar challenges in terms of urban development and the use of public space.

The project offers the chance to learn from each other and to adopt ideas regarding approaches of other cities. In all cities they provide case studies and organize experimentation labs, workshops and technical meetings. The results, among others, are displayed in an exhibition but are also collected and processed in a digital catalogue and then communicated in manifold print formats to all interested parties. The Graz-based network partner is the University of Applied Sciences Joanneum, the Department of Design.

Pizza Method

In 2016, in the course of the UCCN meeting, Graz presented an innovative tool, which enables every city to quickly localize their own activities, their perception as a UNESCO City of Design and their requirements and goals. The so-called 'Pizza Method' – developed by Eberhard Schrempf (Managing Director of Creative Industries Styria) – originated by considering the background that it is essential to **define the very own position in the subnetwork of the Creative Cities**. Due to defining the position, inter-city cooperation as well as the exchange of information can be organized more easily, as the

strengths and the focuses of the single partner cities become visible. This enables a better orientation and faster information on the focuses of the subnetwork's cities.

The Pizza Method operates at three levels. First there are the **5 principles** which all Cities of Design share: We connect, we support, we share a common market, we share knowledge, we promote design. They are quasi the outer edge that holds everything together. Then, there are **17 topic groups**, providing information about all Cities of Design. These are the following:

Human Oriented

Considering the social factor of design as a key issue of a city – e.g. design for a better life.

City Development

Design is understood as a driver for city development.

Business Oriented

Supporting the local (creative) industries in particular.

Show & Showcase

An exhibition format/space, in which design products are shown throughout the year.

Design Center

There is a permanent design center in the city, where design is shown all year round.

Conference

The city hosts international conferences about design relevant topics.

Workshop International

International workshops are held in the city; creative people (UCCN) are invited to actively participate.

Design Week etc.

During a design week international designers, architects, artists and brands are invited to display their latest design products and/or services.

Fashion Week

A fashion industry event takes place in the city for one week; international designers and brands display their latest collections.

Exhibition Space

There is a space available to show design products by local designers as well as international ones; UCCN-partner cities are invited to use and book the space.

Competitions

The respective city commits to announce international calls for papers, products or designers.

Design Trade Fair

The city hosts a fair, in which companies from the design industry showcase their latest products and services.

Pro Exchange

Committing to foster the exchange of professional designers by, for example, providing an in-residence-programme.

Students Exchange

The city supports students exchanges and work placements from high schools as well as universities.

Design University

There is at least one university in the city that offers degree programs in design.

Landing Point

There is at least one person who stays in contact with the other UCCN cities and answers requests within a short period of time.

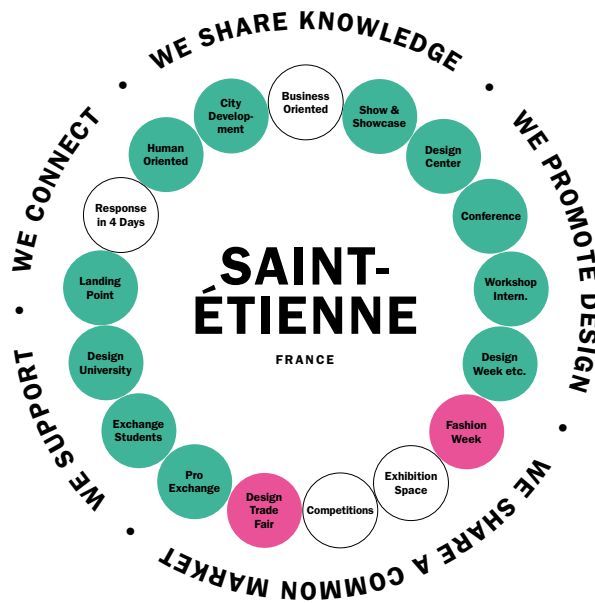
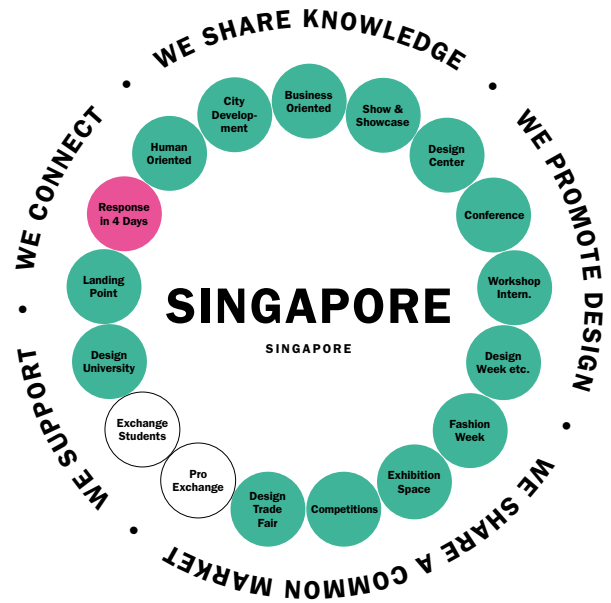
Response in 4 Days

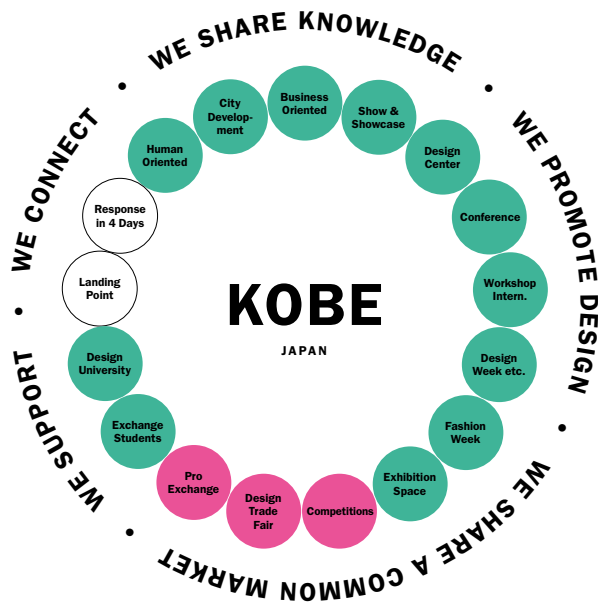
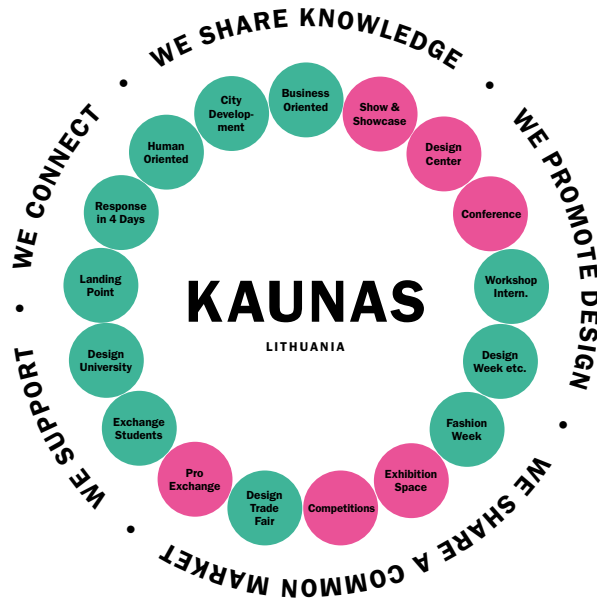
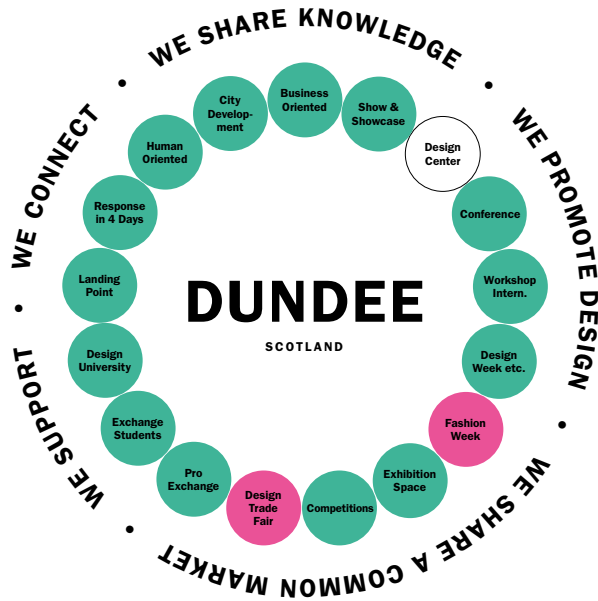
The landing point (contact person) responds within 4 workdays.

Based on that, each city has got the opportunity, within these 17 points, to define their **individual priorities**, which are visualized through a color code:

- A green topping indicates that a certain topic is on the agenda of a COD.
- A red topping means the opposite: it is not relevant for the city.
- Leaving the respective topic white implies that it is not on the city's agenda at the moment but possibly under consideration.







»The futur
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Vilém Flusser

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6.

Action Plan

Design Strategy

In order to also anchor the transformative power of design and its significance for the economy and society in the economic and regional activities, the City of Graz, as the first Austrian city, wants to develop a design strategy that should serve as a model for Styria and Austria in general. Hereby, following the example of successful strategies

of other countries, they will define objectives and guidelines in order to establish design as an essential competitive factor and also as a strategic tool in the site and territory management. At the same time, the significance of design in terms of improvement of all areas of life and work is being reinforced.

Internationalization

Global interlinking is one of the most important requirement for a business location to be competitive. In Graz as well as in Styria, the Internationalization Center is an essential institution for companies to promote internationalization. Being a UNESCO City of Design, Graz has been intensively working on linking within the creative community and has been establishing contacts all around the world in order to connect the local economy in general and the creative industries in particular with international networks. A long list of lectures, workshops, participations in exhibitions, conferences, delegations and excursions emphasizes this strategic objective. Additionally, the exchange is expanded on different levels:

COD¹⁰⁰ – Xchange Program

The professional exchange program COD Xchange-Program – COD¹⁰⁰ will start in 2018. It connects Graz-based designers with other professionals from the UCCN partner cities and will be expanded in the next 4 years.

Exchange on a students' level

The exchange programs for students are continued and intensified along the existing network and the new Cities of Design.

Expanding existing cooperation

The work in terms of international networking and cooperation will be further expanded, especially through the activities of the University of Applied Sciences Joanneum and Designmonat Graz. This, subsequently, will open doors to possibilities for all companies from Graz and Styria to use the network of UNESCO for their own corporate activities.

Design Management Course

At the Austrian education and training center WIFI there will be a course of Design Management starting in Styria from 2018 on, in order to cover the rising demand for experts in this field. The course comprises a total of 192 units and is orientated towards work-orientated contents that support a successive integration of design and design management in a company.

The course is mainly intended for project managers, product developers, key executives and individuals from the middle management team of all industries, who wish

to anchor design and design management in their enterprises. The potential participants are characterized by a basic understanding and the trust in the leverage effect of design management and in the transformative power of design as a driving force for innovation and growth. Still, it is also intended for those who spot a lot of potential and resources for innovation within their companies.

The start of the Design Management Course will be confirmed in the beginning of September 2017.

Design Center Styria

One of the core projects is the establishment of a design center, which will visualize design in the urban context and position Graz as a city of design of international format. The Design Center is a place where innovations become visible. It is a center of transfer and competence for leading-edge technology with high standards of design. Open to design-orientated companies, institutions and a broad audience. An international landing and starting site.

In the future, the Design Center should represent the manifested spirit of the City of Design Graz and the Styrian region.

Among others, it operates as

- a terminal for arriving designs and departing innovative products and services,
- a source of design/innovations, where new products and developments of Styrian companies/initiatives are shown/ made visible for the first time,
- a contact point and hub for design issues and designers and companies.

Exhibition space at Designforum Steiermark

Within the next years, Designforum Steiermark should become a central exhibition place for the UCCN partner cities. Creative professionals from all Cities of Design can use the exhibition spaces of Designforum Steiermark, in order to display design exhibitions and presentations. That way we

create an international platform, which all UNESCO Cities of Design can use for their purposes. Thus, the numerous exchange activities will densify on one specific spot, which makes the partner cities visible in Graz and emphasizes the size and the performance of the network.

UNESCO City of Design Pilot Zone

The area between Murinsel, Kunsthaus, Andreas-Hofer-Platz and Joanneumsviertel is defined as 'UNESCO City of Design Pilot Zone'. This part of the inner-city space functions as a test lab, to find and test out solutions for the manifold tasks within urban space. The aim of the initiative is the revaluation of the urban interface through

the conscious creation of public space. Hence, proposals and ideas can be developed, tested and also discarded in a non-bureaucratic way. Subsequently, successful measurements can be implemented in the entire city. That way, an urban usability lab is created that provides especially critical test subjects, namely the real users of the public space.

7.

Annex

The following section including facts and figures includes all essential indicators of the creative industries in Graz and in Styria. The figures, which are updated every two years, provide a quick overview of the **development of the creative industries** and hence also reflect the economic environment in which design can evolve. Subsequent to these data, there is a **timeline** with a selective list of the **major City-of-Design activities** of the City of Graz since 2011, followed by selected figures and information regarding important fields of action around the theme of City of Design.

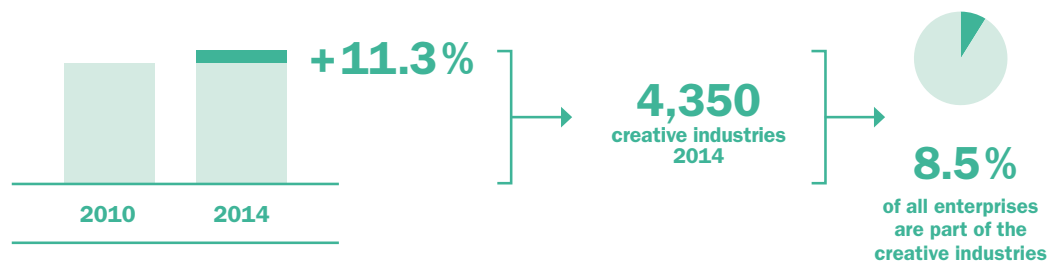
Figures and Facts related to the Creative Industries

In general, it can be said that the creative industries develop more dynamically than most of the other economic areas. In Graz, among others, we can notice it by looking at the local tax data: the taxes from creative

businesses in 2016 have increased by 4%.

It is a fact that in Styria the creative industries have been evolved the most dynamically: between 2012 and 2014 the design sector grew by 24%.

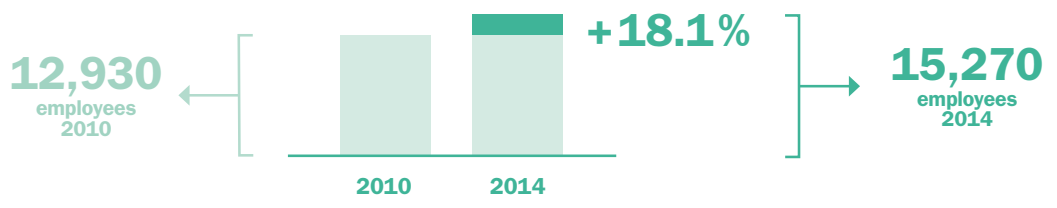
Creative industries in Styria*



Creative industries in Graz and in Greater Graz

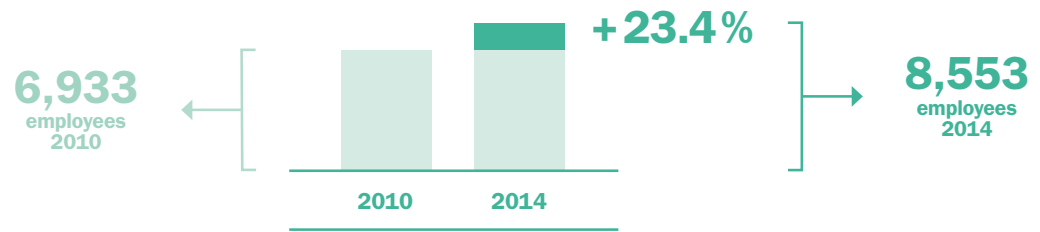


Employees in the creative industries in Styria*

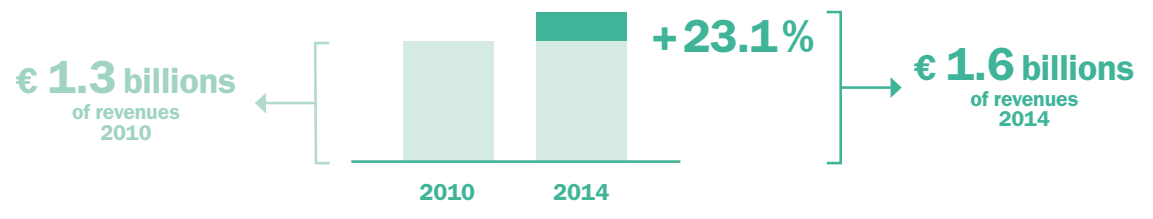


*Sources: KMU Forschung Austria 2012, 2016; **Source: City of Graz, Dept. of Development of Economy and Tourism

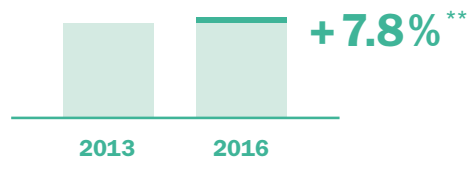
Employees in the creative industries in Graz**



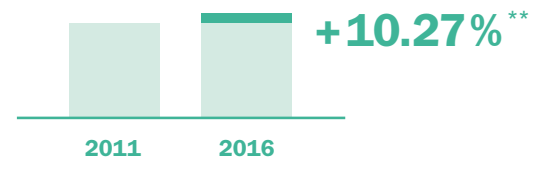
Revenues of the creative industries in Styria*



Local taxes in Graz paid by the creative industries



Business registrations in Graz in the field of creative industries



Fields of creative industries*

- Architecture
- Book & Publishing sector
- Design
- Film Industry
- Performing Arts

- Music Business
- Radio & TV
- Software & Games
- Advertising
- Libraries & Museums as well as botanical and zoological gardens

(This field is not included in the statistical report, as just a very small part ranks among the private industries and hence there is only limited data available.)

Dates
2011–201620
11

January 21–February 26: 'State Prize Design 2015'. Exhibition.

March 10: 'Architectural Fashion'. Exhibition opening of Graz-based design label 13&9 Design and Innocad in Berlin

March 17–April 23: 'simple, die neue einfachheit (the new simplicity)'. Exhibition.

April 22: 5 years of UNESCO City of Design – party at Murnisel

April 29: Launch of the Cities of Design website www.designcities.net

April 29: Delegations from Helsinki, Istanbul, Dundee, Zagreb, and Ljubljana as guests on the occasion of Designmonat Graz.

April 30–May 29: Designmonat Graz 2016 with 51,000 visitors in 122 events. Designers from Cities of Design Berlin, Helsinki and Montréal are part of the program.

May 4–14: 'HOLT – beyond tradition'. Presentation of the new product range of Komberger Design Tischler.

May 23–28: Dundee Design Festival. Lecture about City of Design Graz

June 27: Tendering of Smart City Graz Waagner Biro – design of public space. All Cities of Design are invited.

June 27: Award ceremony SZ+DAY 2015 in Paris.

June 28: City of Design Subnetwork Meeting in Paris.

July 1: Tendering of the International Design Contest Science Island from Kaunas.

July 2–30: 'FH Industrial Design Show'. Exhibition of the degree program Industrial Design of FH JOANNEUM.

September 7–27: 'Level: the fragile balance of utopia'. Exhibition of Austria Design Net in the course of London Design Biennale

September 7–10: A founders trip of Dept. of Economic and Tourism Development to London on the occasion of London Design Biennale.

September 13–16: Annual Meeting of UNESCO Creative Cities in Östersund, Sweden. Presentation of the project breathe.austria by Karlheinz Boiger und Lisa Erzenhofer (breathe.earth collective). Presentation of the City-of-Design exchange program 'COD100'.

September 21–25: Detroit Design Festival. Lectures and presentations by Karl Stocker and Sigrid Buerstmayr (FH JOANNEUM).

October 12: Shopping bag for the farmer's market – Call to design a shopping bag in cooperation with the city's

Dept. of Economic and Tourism Development.

October 13–30: 'DESIGNED CLICHÉ. Austrian Industrial Design'. Exhibition as well as match-making workshops of Austria Design Net in der World Design Capital Taipei, Taiwan

October 18–19: World Usability Congress.

October 25: 'Are you talking to me? – Call for Products for the community exhibition of all Cities of Design on the occasion of the UNESCO Annual Meetings 2017 in Engelen-les-Bains, France. From Graz, projects of tyromotion and XAL are nominated.

November 8: Souvenir plate for Murnisel – cooperation with Klaus Kempenaars, xSITE (New York).

November 14: Saint-Étienne FreshTech – Call for Start-ups to participate in International Design Biennale Saint-Étienne 2017.

The Graz-based start-up company Timeular is nominated.

November 15–December 10: 'Showcase 2016' and 'Outstanding Award'. Exhibitions.

November 28–December 1: Bilbao Bizkaia Design Week. Lectures and participation in the round table discussion.

November 29: Upcycling/Recycling Forum Seoul. Presentation of the project 'Plan B – The Upcycling Store' by Sigrid Buerstmayr.

November 30–December 3: European Youth Award

20
15

January 15: Delegation from University Lahti.

March 10–14: City of Design Subnetwork Meeting in the course of International Design Biennale in Saint-Étienne.

March 13–18: International Design Biennale Saint-Étienne. Fernanda Reiss (united everything) participates as a designer

April 2: Call for pilot project TogetherOffbruecke. International competition regarding the redesign of Tegethoffbruecke in Graz.

April 16: Delegation from Shanghai Municipal Commission of Economy and Informatization.

May 1–31: Designmonat Graz 2015 with 62,000 visitors at 86 events.

April 30: Delegations from Montréal, Buenos Aires, Shenzhen, Shanghai, Zagreb and Ljubljana visit in the course of Designmonat Graz.

May 19–June 20: 'UNJECHT & CeramicVision'. Exhibitions at the new venue of designforum Steiermark

May 28–29: Subnetwork Meeting in Nagoya, Japan.

May 30–31. Presentation of City of Design Graz in Kobe, Japan.

May 4: Kick-off for the redesign of Roesselmuehlpark in Graz, in cooperation with TU Graz.

March 9: 'Every Body is a Universe'. Exhibition of the design label White Elephant DesignLab

March 14: Graz is a UNESCO City of Design. Graz was included as the 10th city in the international network of the Creative Cities.

March 20: Design von GRA-Z. The letter seating furniture of Johanna Prechtel are set up.

April 21: 'Sherchen City Logo Design'. International logo competition.

May 6–June 5: Designmonat Graz 2011 with 67,500 visitors at 51 events

May 7: Reopening of fashionLAB

May 11–June 30: 'JAMES DYSON – Sturm gegen den Stillstand'. Exhibition of James Dyson at the Designforum Steiermark

May 13: CODE Graz poster competition.

June 4: 5 years of UNESCO City of Design Montréal. Delegation from Graz on occasion of 5 years of City of Design Montréal.

June 13: Shanghai Interieur Design Fair. Presentation of Graz-based design studio Edelweiss Industrial Design.

June 20–22: A media team from Shanghai visits Graz and makes portraits of local designers.

June 21: 'YUL-MTL'. Tendering of an international urban development competition from Montréal

July 1–September 4: 'Industrial Design Show 2011'. Exhibition of the FH JOANNEUM course Industrial Design.

September 1: Two Calls for Experts: Shop concept for the flagship store of Jugend am Werk & face lifting of the Dept. 15 of the City of Graz

September 12–October 30: 'In Touch with the Product Line'. Exhibition of design studio Edelweiss Industrial Design.

September 14–16: Networking trip to Amsterdam with 35 creative professionals.

October 22–30: Shanghai Design Week. Graz-based designer Mike Fuiz of the agency moodley brand identity presents Graz as a UNESCO City of Design.

October 22–30: Delegation trip to Shanghai with representatives from politics and business.

November 4, 2011–January 8, 2012: 'design8en'. Christmas sales exhibition at designforum Steiermark

November 10: World Usability Day.

November 10–13: World Summit Multimedia Festival.

November 16–19: General Assembly of UNESCO Creative Cities in Seoul.

December 1: 'HERZlich'. Opening of the flagship store of Jugend am Werk.

November 10: World Summit Youth Award. International Multimedia Festival.

November 11: City of Design T-Shirt contest. International competition to design the City of Design T-Shirt Graz with 45 submissions.

January 18–February 25: State Award Design 2011. Exhibition at designforum Steiermark.

March 6–April 29: 'Create. Develop. Design'. Exhibition of industrial and product designer Kurt Hilgath.

March 13: 365 days of City of Design: On occasion of the first anniversary, they present City Guide Graz.

March 14: Redesign of Kennerhalle Graz. Start of the invited international competition.

March 27: Competition to design an official present of UNESCO City of Design Graz. The winner is SunyBAG solar business bag.

April 27–May 27: Designmonat Graz 2012 with UNESCO City of Design Buenos Aires as a guest. 57,000 visitors at 62 events.

May 10–June 17: 'Design Preis Schweiz (Design Prize Switzerland)'. Exhibition.

May 21–25: UNESCO Annual Meeting in Montréal. Tomislav Bobinec of the agency lufup takes part in a Pecha Kucha and presents the agency.

June 29: World Industrial Design Day.

June 29–September 2: 'Industrial Design Show 2012'. Exhibition of the FH JOANNEUM course Industrial Design.

September 6–16: Austrian Design Showcases. Exhibition in Helsinki with Austria Design Net (ADN) in the course of World Design Capital

September 10–October 28: 'Good design, we pay good price'. Exhibition of design label motion code: blue.

September 12–15: Networking trip to Helsinki. A 45-person delegation visits World Design Capital 2012 Helsinki.

September 27–October 9: 'designZone' at Grazer Herbstmesse. 17 Styrian creative industries present themselves at the Graz Fall Fair.

June 26 – August 1: 'FH Industrial Design Show'. Exhibition of the degree program Industrial Design of FH JOANNEUM.

1. Juli: The "City of Design Coordination Office" at the mayor's office is installed.

September 1: Shenzhen Design Award for Young Talents'. International competition of UNESCO City of Design Shenzhen. From Graz, 5 projects are nominated, breathe the earth collective wins the Grand Award. MOYA the Young Star Award and Creative Industries Syria the prize for the Best Nominator.

September 7 – 9: Subnetwork Meeting in the course of Helsinki Design Week.

September 15: Delegation from Jinsaw District Shanghai.

September 23 – October 31: '30 Jahre WIGI Design – Industrial Design for global market leaders'. Exhibition of Graz-based design studio WIGI.

October 7 – 8: World Usability Congress.

October 12 – 15: Fact Finding Mission regarding Istanbul Design Week.

October 19 – 22: Networking trip to EXPO, Milan, with 34 creative professionals.

November 18 – 21: European Youth Award.

November 11 – 25: 'Showcase 2015 – Erfolgsfaktor Design'. Exhibition.

November 20: SZ+DAX15 – Final jury meeting of the international competition. Ernst Giselbrecht was invited as a jury member.

2014

January 14 – March 2: 'State Award Design 2013'. Exhibition.

January 22: Visit of a delegation from Essen headed by the Lord Mayor of Essen.

March 3: UNESCO international meeting on creative economy and sustainable cities development' in Paris. Graz-based architect Markus Penhthaler presents the Smart City Project Graz.

March 12 – April 27: 'The Soul of Design'. Exhibition of the design label 13&9 Design.

April 29: Delegations from the Cities of Design Montréal and Saint-Étienne.

April 30 – June 1: Designmonat Graz 2014 with partner city UNESCO City of Design Saint-Étienne. 64,000 visitors at 98 events.

May 8 – 11: 'LIN. Ein Konzept (A Concept)'. Product presentation of Tischerei Josef Proedl.

May 15: Matthew Clayson, Detroit Creative Center, gives a lecture within Designmonat Graz.

May 16 – June 22: 'New G'lo'c'ds – Junges Design aus Tschechien (Young design from the Czech Republic)'. Exhibition.

May 16: Delegations from the Czech Center in Vienna and the Design University of HongKong

May 28 – 31: City of Design Subnetwork Meeting in the course of DMV Designfestival in Berlin.

June 3: A 34-person Polish business delegation visits UNESCO City of Design Graz.

July 2 – August 31: 'FH Industrial Design Show'. Exhibition of the degree program Industrial Design of FH JOANNEUM.

July 2: 'Saint-Étienne Design meets Graz'. Opening of the exhibition at Cité du design in Saint-Étienne, which was shown within Designmonat Graz in May.

July 3: Conference on Design Policy in Saint-Étienne

July 14: Signs for the highways. Call to design the City of Design's new signs, installed at the highways.

September 17: The new degree course Sound Design starts at FH JOANNEUM.

September 20: Shanghai Design meets Graz'. 50 political and economic representatives from City of Design

Shanghai in Graz. B2B matchmaking with local designers.

September 24 – 26: World Usability Congress.

September 25 – 29: Annual Meeting of UNESCO Creative Cities in Chengdu, China. Eberhard Schrempf is elected the program coordinator of all Cities of Design. Parksides is entrusted with implementing the common website designcities.net.

October 4 – 14: Visiting Montréal. 17 students of the degree program Exhibition Design at FH JOANNEUM visit

the City of Design and cooperate with UQUAM – Université du Québec à Montréal.

October 7 – 10: 'Unstaley' – international conference of architecture in Montréal. Graz-based architect

Markus Penhthaler presents the project Smart City Graz.

November 6 – 13: Austria Design Discourse South Africa'. Exhibition and B2B formats in World Design Capital 2014 Cape Town.

November 18: Visit of a delegation from Kobe.

November 19 – 22: European Youth Award.

November 21 – December 28: 'design@en'. Christmas sales exhibition at designforum Steiermark.

December 3 – 10: International Digital Animation Festival Nagoya. Daniel Bauer of ShotShot is nominated as a jury member.

November 1 – December 26: 'design@en'. Christmas sales exhibition at designforum Steiermark

November 8: World Usability Day.

November 8 – 13: International Forum and Subnetwork Meeting of UNESCO Cities of Design in Kobe and Nagoya

November 22 – 25: European Youth Award. The best European e-content projects are presented and awarded in Graz.

December 31: Finished pilot project Jakomini. After a duration of three years the city district project to revitalize the district of Jakomini comes to an end.

2013

January 17 – April 21: 'Zweifel Entsprechungen (Twelve Equivalents)'. Work exhibition of designer Martin Breuer Bono.

March 3 – 31: 'Empath@CITY, making our city together' – Design Biennale in Saint-Étienne, France. Graz takes part with three selected projects and companies

('Annenviertel Map', 'tyomotion GmbH, perlud') as a UNESCO City of Design at Design Biennale.

March 7: City of Design Board. Constituent meeting of the extended board.

March 13 – 17: Delegation on occasion of Design Biennale Saint-Étienne.

March 13 – 23: Visiting Nagoya. 13 students of the degree program Exhibition Design at FH JOANNEUM visit the City of Design.

March 16: 'The Power of Design. A Journey through 11 UNESCO Cities of Design'. Karl Stocker, head of a degree program at JOANNEUM, presents his book

March 16: UNESCO City of Design Subnetwork Meeting in Saint-Étienne.

March 22: Opening of the redesigned tourism information office of Graz Tourismus.

The Graz-based architectural office INNOCAD was the winner of the international competition.

May 3 – June 2: Designmonat Graz 2013 with the partner city UNESCO City of Design Nagoya. 75,000 visitors at 53 events.

May 3: Delegations from Nagoya, Saint-Étienne and Taiwan.

May 3 – 5: 'European Design Business Dialogue 2013'. Conference for economy and design.

May 7 – June 16: 'NWW Design Award 2012'. Exhibition Neue Wiener Werkstatte Award.

May 10: Delegation of Ikuohito Saito, President of Kobe University.

May 27: Delegation of Chen Dongliang, Director of Beijing Industrial Design Center.

June 25: New website for Creative Cities. The network of UNESCO Creative Cities made a call to design the new website of Creative Cities.

June 25: 'Shenzhen Design Award for Young Talents'. Three labels from Graz take part with five nominations.

June 29: World Industrial Design Day.

June 29 – September 1: 'Industrial Design Show 2013'. Exhibition of the degree program Industrial Design of FH JOANNEUM.

July 1: Essen. Design – International Design Networks'. Presentation of Graz as a UNESCO City of Design.

September 14 – October 10: 'IDEAS. Ready for Road'. Exhibition of Magna Steyr.

September 17 – 19: Participation in World Design Capital International Design Week Forum in London.

September 17 – 21: UNESCO Annual Meeting in Bologna.

September 20: Call for the communication platform for UNESCO Creative Cities – Parksides presents on behalf of Graz in Bologna.

October 1: The 'Creative City Management' office is installed in the City of Graz.

October 3 – 7: 'designZone' at Grazer Herbstmesse. 19 Styrian creative industries present themselves at the Graz Fall Fair.

October 7: The new degree program Communication Design starts at FH JOANNEUM.

October 9 – 12: Networking trip to Saint-Étienne with 36 Graz-based creative professionals and representatives of the City.

October 21 – 23: Participation in Global Creative Summit in Beijing.

October 29 – November 1: Design-political consulting in Detroit.

October 30: Delegation from Jinagsu, China.

November 17 – 18: World Usability Congress.

November 22, 2013 – January 6, 2014: 'design@en'. Christmas sales exhibition at designforum Steiermark.

November 25: Conference 'Health und Design for All' in Saint-Étienne. David Ram of the company tyomotion is invited as a speaker.

November 28 – December 1: European Youth Award.

December 8: 23 students of FH JOANNEUM, degree program Media and Interaction Design and Exhibition Design, visit Saint-Étienne in the course of a project cooperation.

International Media Reports

Apart from local, regional and national focuses, the communication strategy of the UNESCO City of Design Graz really aspires to internationally position Graz as a city of design. Since its appointment as a UNESCO City of Design, Graz has been perceived very much by the international media scene. Within the last years, the focus of media activities has changed: apart from the classical print media, information is more and more

provided to and via international design, travel, lifestyle blogs and social media channels. In 2012 the online magazine Reiseaktuell.at described Graz, besides Helsinki, London, Amsterdam and Barcelona, as one of the top 5 design cities in Europe and in 2014 the online design magazine freshome.com counted Designmonat Graz 2014 amongst the '20 Most Vibrant Worldwide Design Events to Attend in 2014'.

Designforum Steiermark

Designforum Steiermark was opened in 2010. In the reporting period, it displayed **33 exhibitions with 291,283 visitors.**

Designmonat Graz

Designmonat Graz has taken place since 2009. In the period **from 2011 to 2016 367,068 visitors** attended **472 events with 391 program partners.**

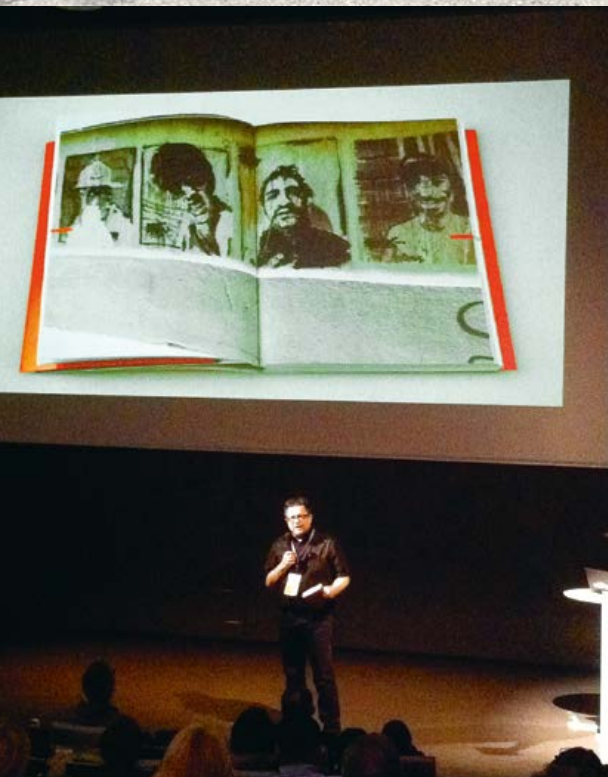
Delegations

During the reporting period **41 delegations from 23 cities** across the world visited Graz. A detailed program with individual focuses were prepared for all of them. We scheduled company visits, talks with members of the Graz-based creative industries, city tours and visits of selected departments of the municipality of Graz.

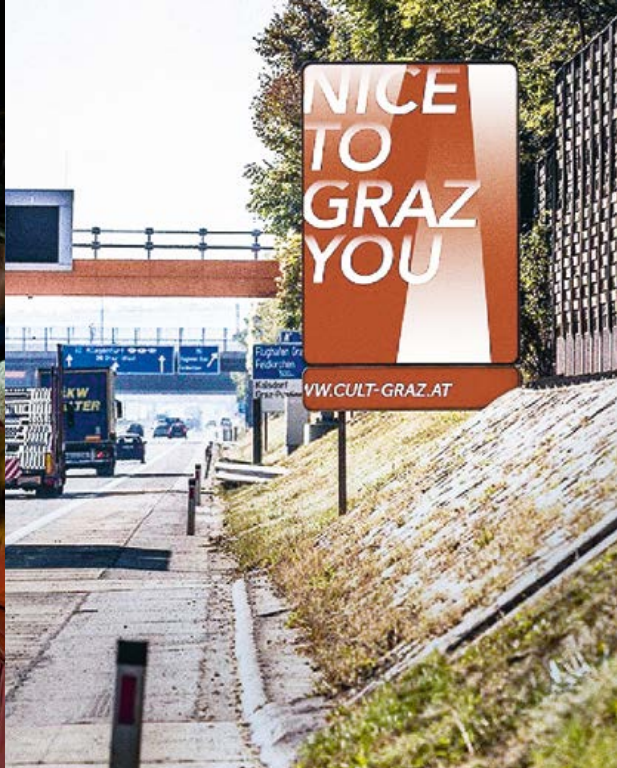
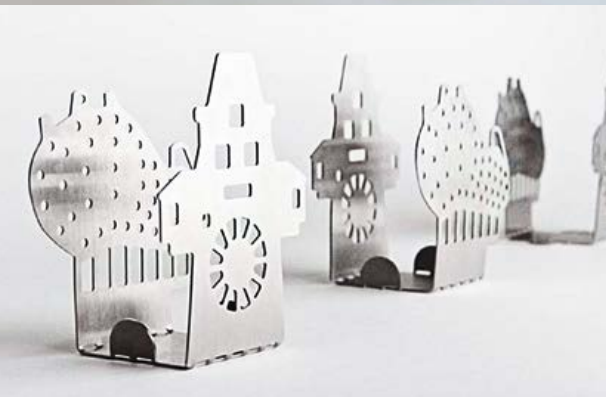












Imprint

Publisher:

**The City of Graz - City of Design
Coordination Office**
Palais Thinnfeld,
Mariahilferstrasse 2, 8020 Graz

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Photos:
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TEDx Graz, Harry Schiffer, CIS, Peter Philipp,
Stephan Friesinger, Regine Schöttl,
Alexander Rauch Photography

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Photography, CIS, moodley brand identity,
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