

Grand Opening

Friday, May 3, 2024

6:30 pm

Festival Center Hornig Areal, Waagner-Biro-Straße 39, 8020 Graz

Invitation to the Designmonat Graz 2024 opening with State Economic Councilor **Barbara Eibinger-Miedl**, State of Styria, City Councilor for Economic and Cultural Affairs **Günter Riegler**, City of Graz, and **Eberhard Schrempf**, Creative Industries Styria

Festival Center Hornig Areal

The Festival Center acts as the main hub for ideas in Designmonat Graz 2024. National and international exhibitions, presentations, workshops and other extras such as a rage room invite you to network and exchange ideas—with tasty catering services on-site. As a central meeting point, the festival center is open daily from 11 a.m. to 6 p.m.

[Exhibition](#)

What now!?

Innovative solutions and visions for a sustainable future

The exhibition "What now!?" reflects the focus theme of Designmonat Graz 2024 and shows 30 innovative solutions, bold visions and creative approaches that address critical challenges in the areas of mobility, nutrition, energy, industry, living & architecture as well as circular economy & resources.

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[Exhibition](#)

Boris Bučan

Between Art and Design

Boris Bučan (1947–2023) was a Croatian artist and designer whose works can be found in renowned museums worldwide. As part of the new art practice generation, he combined visual art with new technologies. As a graphic designer, Bučan created posters for theaters, galleries and broadcasters. The exhibition is the first major homage outside Croatia and shows around 80 works of art from the Dagmar Meneghello private foundation.

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[Service](#)

Design Clinic

Come by! More than 60 experts from different design disciplines offer free initial consultation for design emergencies as part of the Design Clinic. Acute and chronic aesthetic ailments can be professionally treated and cured on site. As a special clinic for digitalization, the Digital Clinic offers diagnoses and quick therapies for digital emergencies, such as data security, user-friendliness or the web shop. A humorous approach to the topic, but with a serious background.

[->> Program](#)

[Label presentation](#)

Swisspearl: Products for Living Spaces

The family business formerly known as Eternit who has been developing innovative and sustainable solutions for roofs, facades, solar, interior as well as garden & design for 130 years presents its outdoor products made of fiber cement. They showcase contemporary shapes and their ecological responsibility.

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[Label Presentation](#)

Soundcomb: The Sound of Sustainability

This Styrian company produces acoustic panels made of cardboard. Their pure natural product can be shaped, designed and printed on and is available in more than 1,000 colors. It creates the perfect sound for living and recreation rooms as well as work spaces combining aesthetics and functionality.

[->> Program](#)

[Presentation](#)

Papperlapapp: The Future of Play

Founder Elisabeth Filk presents sustainable cardboard worlds to play in made of cardboard to replace plastic in nurseries. Using a folding and plugging system without additional glue, the products are not only fun, but environmentally friendly, recyclable and 100% biodegradable. Children are encouraged to become inventive and nature-inspired explorers.

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[Presentation](#)

Dyson: Innovative technology

Meets Design

Dyson are known for their groundbreaking products in the home appliance sector. These products are characterized by innovative technology and design that improve people's everyday lives and increase efficiency.

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Crafted in Sukhotai

The Thai city of Sukhotai presents hand crafted products based on circular economy and sustainability. The objects from the UNESCO City of Crafts and Folk Arts are closely linked to the local culture and way of life.

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[Interactive Media Installation](#)

Latent Space Intervention

The room staging developed by the designer collective MO:YA explores the possibilities of freely available AI models in the area of media art and design. Visitors interact with an advanced generative AI instance and generate multimedia content.

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[Interactive Exhibition](#)

In Corpore

The interactive exhibition by Raum117 gives space to the principle of coincidence: visitors continue drawings or texts without having seen the previous design. All visitors are invited to pick up a pen and contribute to the exhibition.

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[Photo Exhibition](#)

Tom Biela:

Landscape Cesuras – Prague Duo

The photographer shows central perspective shots of the bottom views of bridges from the Prague motorway network. The photographs focus on the aesthetics of purely functionally designed buildings, which are not necessarily intended, and thus document the atmospheric changes that arise from the interruption of the landscape.

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[Exhibition](#)

Evolve – Interactive 3D Printing Exhibition

Planned by students of the master's degree in Communication, Media and Sound Design at the FH Joanneum, the exhibition explores the creative potential of a community. By sharing ideas with each other, creativity and self-expression are encouraged. Visitors can help design the exhibition using 3D pens, PLA as 3D printing material and colours.

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[Exhibition & Workshop](#)

Daniel and the Pirate Print Factory

The collaboration between illustrator Daniel Triendl and the letterpress studio Infnitive Factory offers visitors the opportunity to experience the principle of pirate printing as a creative act of copying.

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[Photo Exhibition](#)

Roastery Chic

The exhibition by photographer Stefan Leitner and Adi Lozancic of Flare Talents uses the abandoned premises of the former coffee roastery as a location and shows the work created there.

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[Interaction](#)

Rage Room: Lustful Liberation

Get rid of the things you've always wanted to get rid of! The Rage Room is set up for this purpose. Bring whatever you want — and say goodbye however you want to, even with a protective suit and helmet if necessary. This emotional act is concluded by a feeling of liberation.

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[Sound and Light Installation](#)

Liminal Noise:

From Movement to Sound

The interactive installation, presented by the Institute for Sonic Welfare, uses the fusion of light and sound. Using motion tracking and AI, people can influence the installation autonomously and in real time.

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[Presentation](#)

Bilder sprechen Wände

Graffiti and street artists from the art and culture collective Room117 were invited to design the walls in the Hornig-Areal around the "What now!?" topic.

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[Eat & Drink](#)

The Underground Kitchen

The Underground Kitchen stands for modern cuisine at the highest level. Tobias Graf and Andreas Bacher present special culinary creations for unique experiences in the Festival Center Hornig Areal throughout the entire festival.

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During Designmonat Graz 2024, numerous small and large events, exhibitions, discourses and discussions, workshops and much more are waiting for you. Locations include not only Graz, but also the rural regions such as **Trahütten**, **Weiz**, **Kirchberg an der Raab**, **Schloß Hollenegg for Design** and **Pöllau**.

All further information about the Designmonat Graz program can be found at www.designmonat.at and www.kuma.at

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