

DESIGN BIENNALE ROTTERDAM 2025

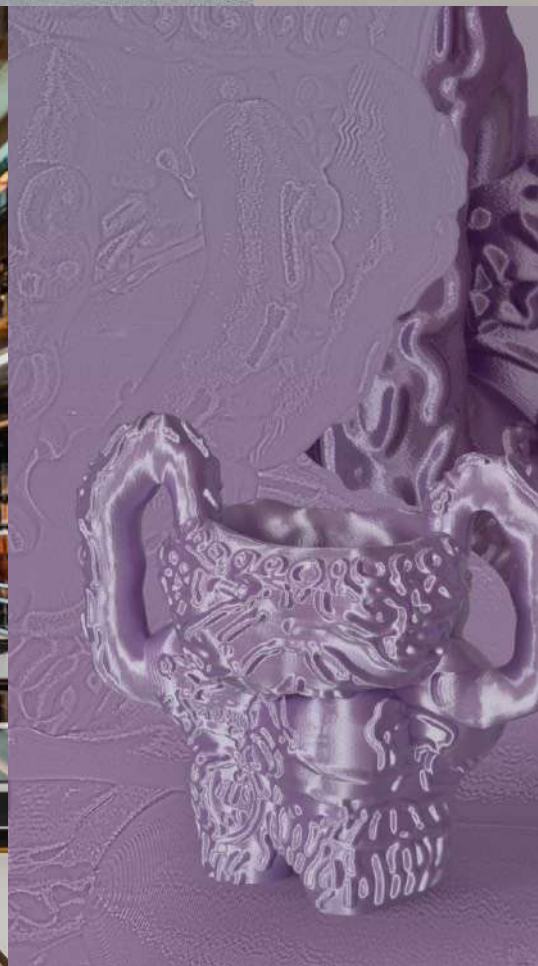
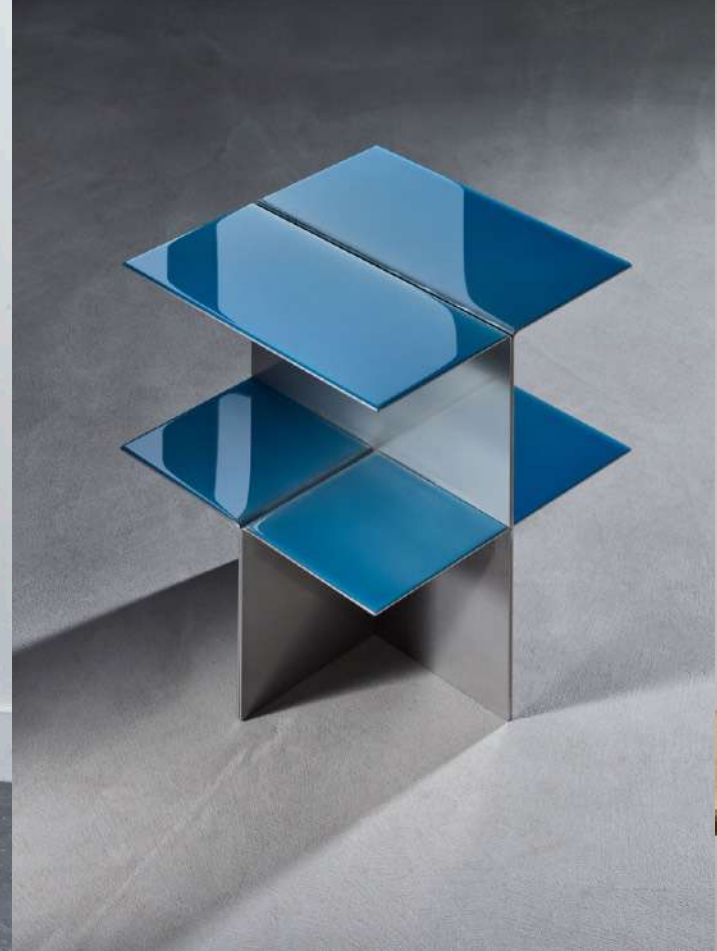
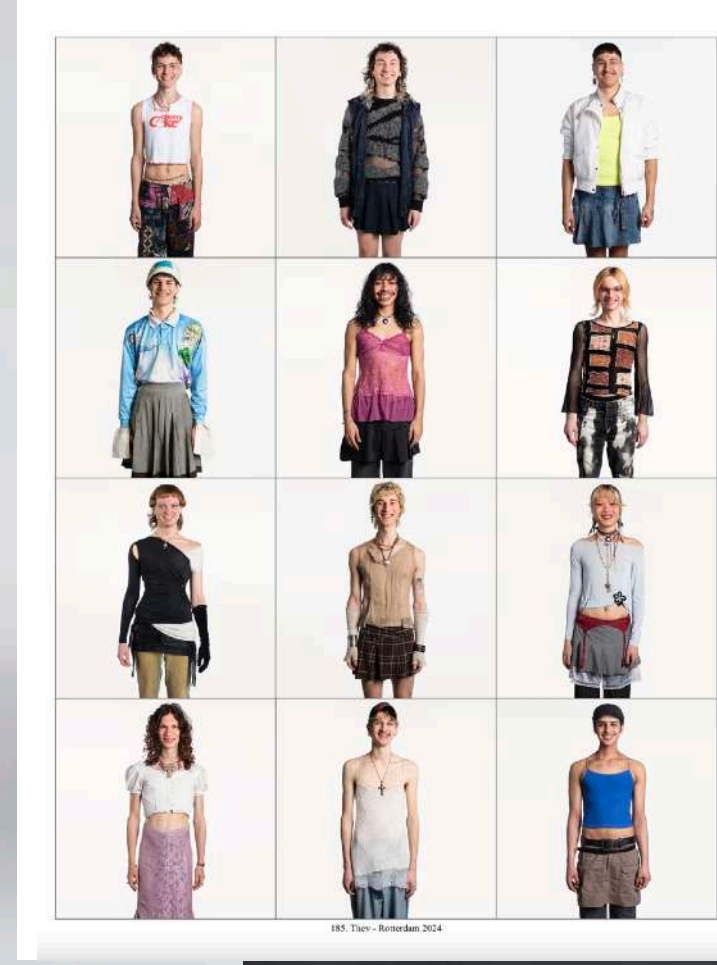
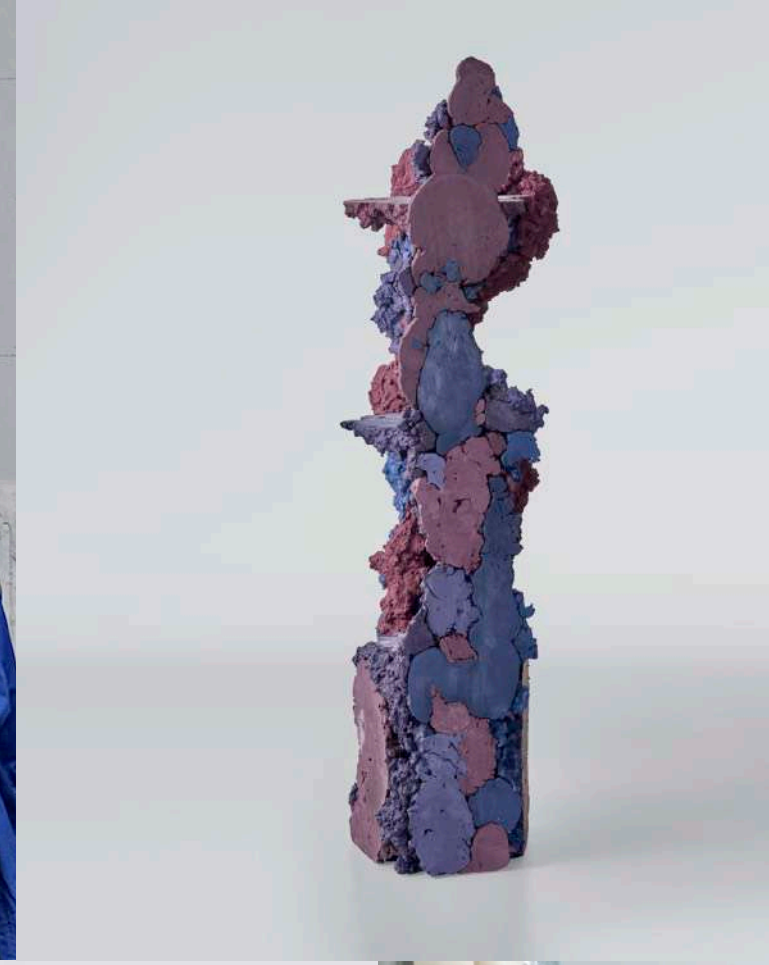
TITLE OF THE DESIGN BIENNALE ROTTERDAM 2025

WHAT'S
REAL IS
UNFA-
MILIAR

FIRST GLOBAL EXPERIMENTAL DESIGN EVENT

TEN DAYS OF CELEBRATING PIONEERING DESIGN AND CREATIVE
INNOVATION ACROSS VARIOUS VENUES IN ROTTERDAM

GENERAL PUBLIC: 20 FEB – 2 MAR 2025
PRESS AND PROFESSIONAL DAYS: 19 – 20 FEB



WHY A DESIGN BIENNALE IN ROTTERDAM?

DESPITE BEING HOME TO NUMEROUS TALENTED DESIGNERS AND NOTABLE DESIGN INSTITUTIONS, THERE ARE CURRENTLY NO SPECIFIC EVENTS DEDICATED SOLELY TO DESIGN IN ROTTERDAM

WHILE ROTTERDAM HOSTS AN ARCHITECTURE BIENNALE, THE ROTTERDAM ART WEEK, AND IFFR FOR CINEMA, THERE IS A CLEAR GAP IN DESIGN.

THE 10-DAY EVENT TAKING PLACE ACROSS ROTTERDAM'S CULTURAL INSTITUTIONS AND UNIQUE VENUES, WILL SHOWCASE THE CITY'S INNOVATIVE SPIRIT, HIGHLIGHTING BOTH LOCAL AND INTERNATIONAL DESIGNERS WHO ARE SHAPING THE FUTURE OF DESIGN.

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WHY PARTNER WITH US?

VISIBILITY:

GET YOUR BRAND IN FRONT OF INTERNATIONAL DESIGN PROFESSIONALS, CURATORS, JOURNALISTS, AND A BROAD PUBLIC. WITH AN EXPECTED 50% LOCAL ATTENDANCE AND 20% INTERNATIONAL VISITORS, THE BIENNALE PROVIDES GLOBAL EXPOSURE IN A DYNAMIC SETTING.



WHY PARTNER WITH US?

CULTURAL IMPACT:

SUPPORT A MEANINGFUL
CAUSE THAT HIGHLIGHTS
SOCIETAL THEMES. ALIGN
YOUR BRAND WITH A
FORWARD-FACING VISION
THAT CELEBRATES
INNOVATIVE THINKING



WHY PARTNER WITH US?

CROSS-SECTOR OPPORTUNITIES

CONNECT WITH TOP DESIGNERS,
INCLUDING WELL KNOWN
NAMES SUCH AS SABINE
MARCELIS, LAURIDS GALLEE,
CHRIS KABEL, ANNA AAGAARD
JENSEN AND MARGA WEIMANS,
OUR AMBASSADORIAL HOSTS,
AND TAKE PART IN A WIDER
CONVERSATION ABOUT THE
FUTURE OF DESIGN



AMBASSADORIAL HOSTS



LAURIDS GALLEE



SABINE MARCELIS



CHRIS KABEL



MARGA WEIMANS



ANNA AAGAARD JENSEN

PROGRAMME HIGHLIGHTS

CURATED EXHIBITIONS: CITY-
WIDE, ACROSS INSTITUTIONS
AND AH-DOC VENUES

SYMPOSIUM &
MASTERCLASSES:
FEATURING INTERNATIONAL
NAMES AND LOCAL VOICES

WORKSHOPS AND CITY-TOURS:
INTERACTIVE EVENTS
ENGAGING THE BROADER
PUBLIC



TARGET AUDIENCE

PROFESSIONALS:

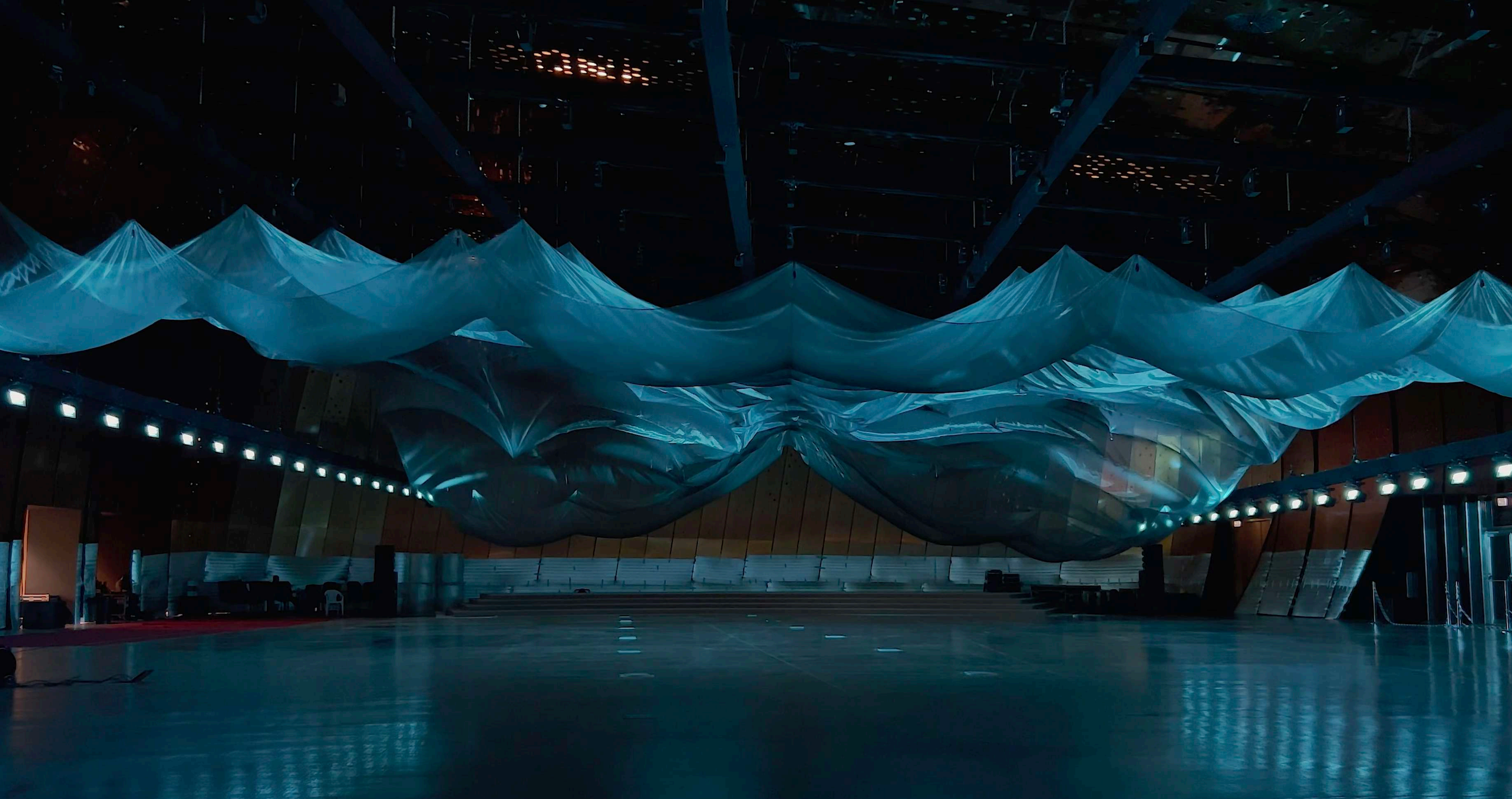
INTERIOR DESIGNERS, DESIGNERS, ARCHITECTS, BRANDS,
CURATORS, JOURNALISTS, GALLERISTS AND INDUSTRY INSIDERS
WHO CAN AMPLIFY THE VISIBILITY OF PARTICIPATING DESIGNERS

GENERAL PUBLIC:

INCLUDING YOUNG, UNDERREPRESENTED COMMUNITIES TO INSPIRE
FRESH PERSPECTIVES THROUGH ACCESSIBLE, ENGAGING WORKS

DESIGN ENTHUSIASTS:

CULTURED PEOPLE WHO ARE ENTHUSIASTIC ABOUT DESIGN, FROM
STUDENTS TO YOUNG PROFESSIONALS TO ESTABLISHED VOICES IN
THE FIELD



BRAND VISIBILITY

ALIGN YOUR BRAND WITH COMMITTED AND RESPECTED DESIGN-FIELD PROFESSIONALS, DESIGNERS, AND INDUSTRY INSIDERS WHO SHARE A GOAL TO SUPPORT THE NEXT GENERATION OF DESIGNERS

EXCLUSIVE ACCESS

ENJOY VIP ACCESS TO OUR EVENTS, SYMPOSIUM AND PARTIES, AS WELL AS EARLY-ACCESS CURATOR-LED TOURS OF THE EXHIBITIONS

BESPOKE OPPORTUNITIES:

TAILORED PACKAGES THAT MATCH YOUR COMPANY'S GOALS, FROM BRANDED SPACES AND EXPERIENCES TO CO-HOSTING PANELS OR WORKSHOPS



PARTNERSHIP TIERS

MAIN SPONSORS

FULL BRAND INTEGRATIONS, LARGEST LOGO PLACEMENT, VIP
ACCESS TO ALL EVENTS

EXPERIENCE SPONSOR

ATTACHED TO A SPECIFIC LARGE SCALE DESIGN EXPERIENCE

SUPPORTING SPONSOR

MID-LEVEL LOGO PLACEMENT, SOME VIP ACCESS

LOCAL SPONSOR

HIGHLIGHTED IN COMMUNITY-FOCUSED EVENTS



CO-FOUNDERS

SARAH SCHULTEN-CITROEN

CREATIVE STRATEGIST ADVISING LEADING FIGURES IN THE ART & DESIGN FIELD, INCLUDING STUDIO DRIFT, DAAN ROOSEGAARDE AND BURO STEDELIJK.

LIV VAISBERG

CULTURAL ENTREPRENEUR AND INTERNATIONAL ART & DESIGN FAIR FOUNDER WITH EXTENSIVE EXPERIENCE IN ROTTERDAM, BELGIUM AND NEW-YORK (COLLECTIBLE, INDEPENDENT, HUIDENCLUB).

"ROTTERDAM'S HISTORY OF CONSTANT REBUILDING HAS NURTURED A FUTURE-FOCUSED SPIRIT, WHICH THE BIENNALE REFLECTS BY MERGING TRADITION AND INNOVATION TO SHAPE THE CITY'S UNIQUE DESIGN IDENTITY. THROUGH FORWARD-THINKING WORKS, IT HIGHLIGHTS GROUNDBREAKING RESEARCH AND PRACTICAL SOLUTIONS, EMBODYING ROTTERDAM'S DIVERSE, INDUSTRIOUS CHARACTER, WHERE THE PAST INFORMS THE PRESENT, AND EVERY OBJECTS ENVISION THE FUTURE."

SARAH SCHULTEN & LIV VAISBERG



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CONTACT

INFO AT DESIGNBIENNALE ROTTERDAM.COM