

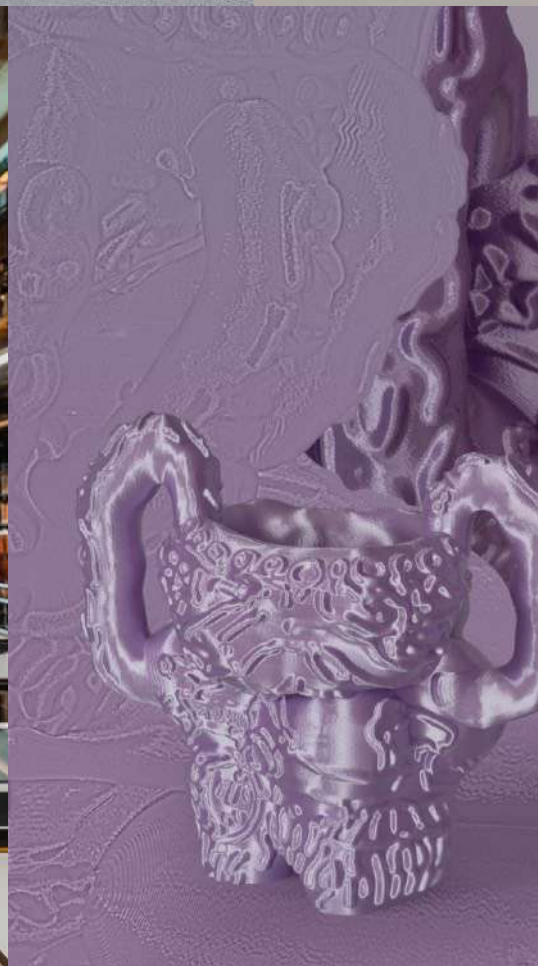
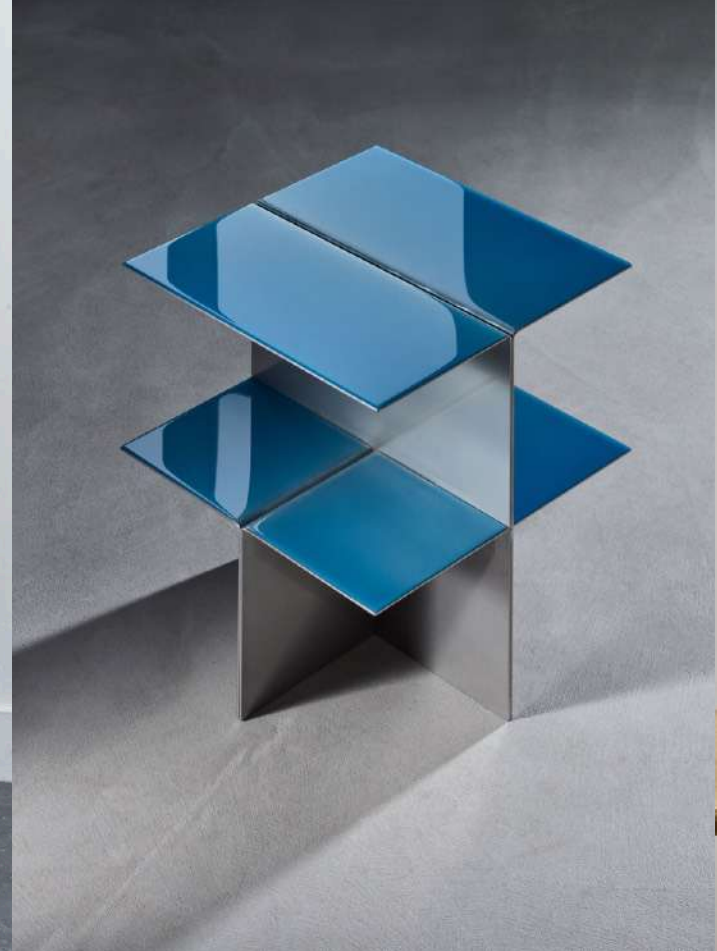
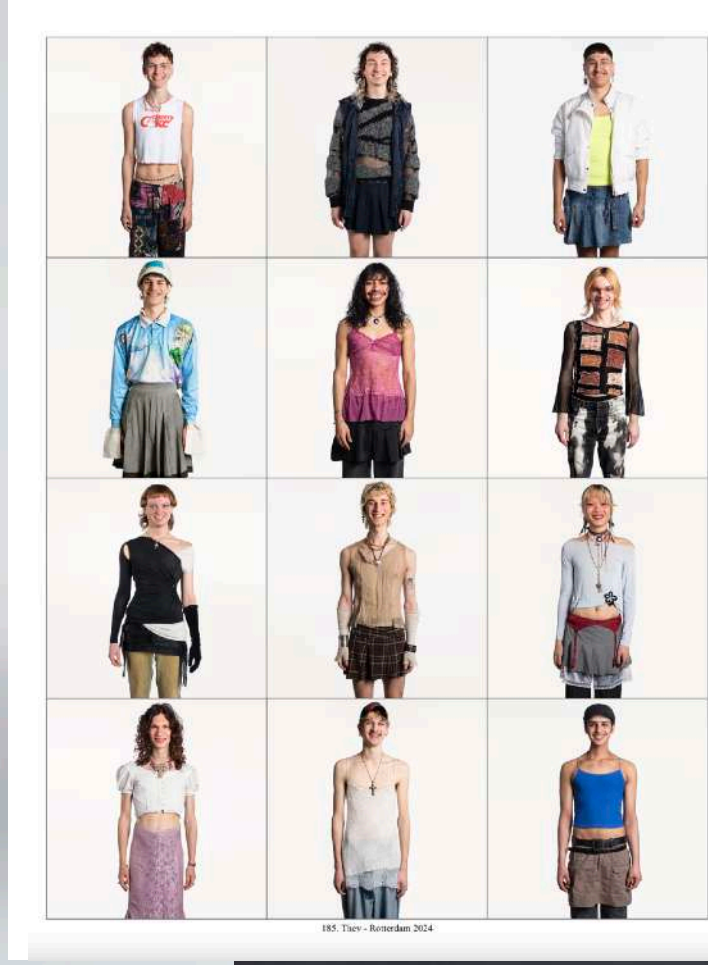
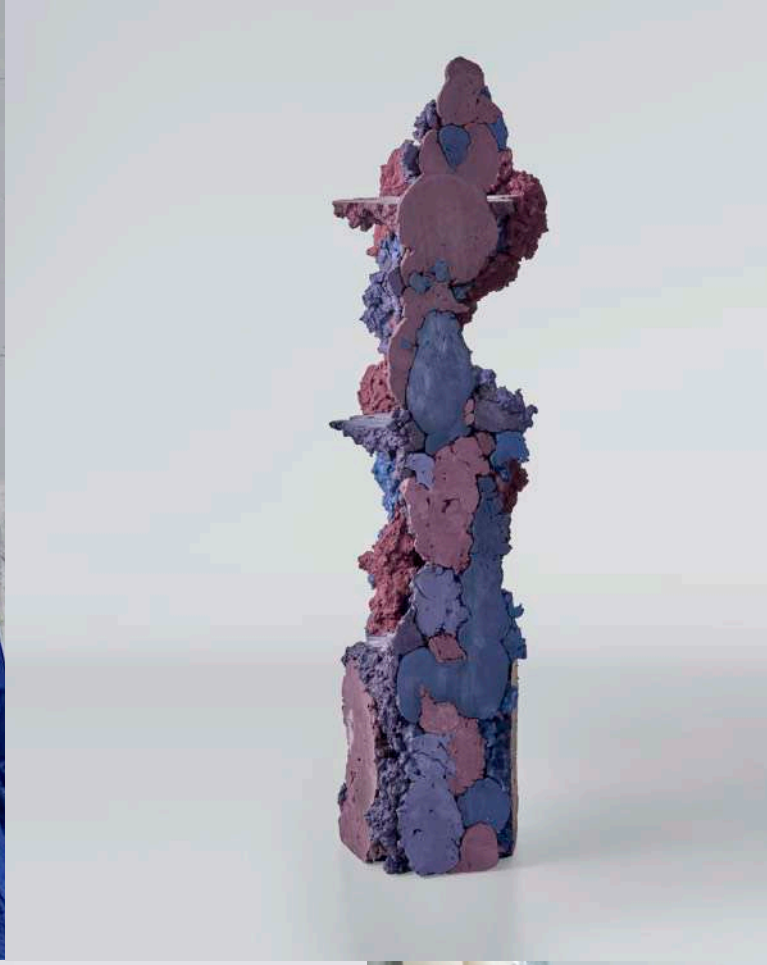
DESIGN BIENNALE ROTTERDAM 2025

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



WHY A DESIGN BIENNALE IN ROTTERDAM?

DESPITE BEING HOME TO NUMEROUS TALENTED DESIGNERS AND NOTABLE DESIGN INSTITUTIONS SUCH AS NIEUWE INSTITUUT AND HUIDENCLUB, THERE ARE CURRENTLY NO SPECIFIC EVENTS DEDICATED SOLELY TO DESIGN. WHILE ROTTERDAM HOSTS AN ARCHITECTURAL BIENNALE AND MONTH, AS WELL AS ROTTERDAM ART WEEK AND IFFR FOR FILMS, THERE IS A CLEAR GAP IN DESIGN.

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.

GENERAL PUBLIC: 20 FEB – 2 MAR 2025
PRESS AND PROFESSIONAL DAYS: 18 + 19 FEB





FOR THE FIRST TIME,
ROTTERDAM WILL HOST A
BIENNALE DEDICATED
EXCLUSIVELY TO DESIGN,
EMPHASIZING EXPERIMENTAL
AND SPECULATIVE DESIGN IN
ALL ITS FORMS, INCLUDING
APPLIED ARTS AND WHAT IS
CURRENTLY REFERRED TO AS
FUNCTIONAL ART.



THE EVENT AIMS TO
POSITION ROTTERDAM ON
THE GLOBAL STAGE AS A
HUB OF CREATIVE RENEWAL,
INNOVATION, AND
EXPERIMENTATION.

IT WILL PUSH FORWARD THE
LOCAL DESIGN SCENE WHILE
CREATING BRIDGES WITH THE
INTERNATIONAL COMMUNITY.



WHAT IS THE CORE OF THE BIENNALE?

THE ROTTERDAM DESIGN BIENNALE WILL FOCUS ON EXHIBITIONS
IN BOTH INSTITUTIONAL AND UNIQUE AD-HOC LOCATIONS.

THE BIENNALE WILL EXPLORE PRESSING GLOBAL ISSUES SUCH AS
DIVERSITY, SUSTAINABILITY, AND SOCIAL JUSTICE, POSITIONING
DESIGN AS A CATALYST FOR MEANINGFUL CHANGE.

LOCATIONS AND HUBS

CENTER

WEST/M4H

ZUID

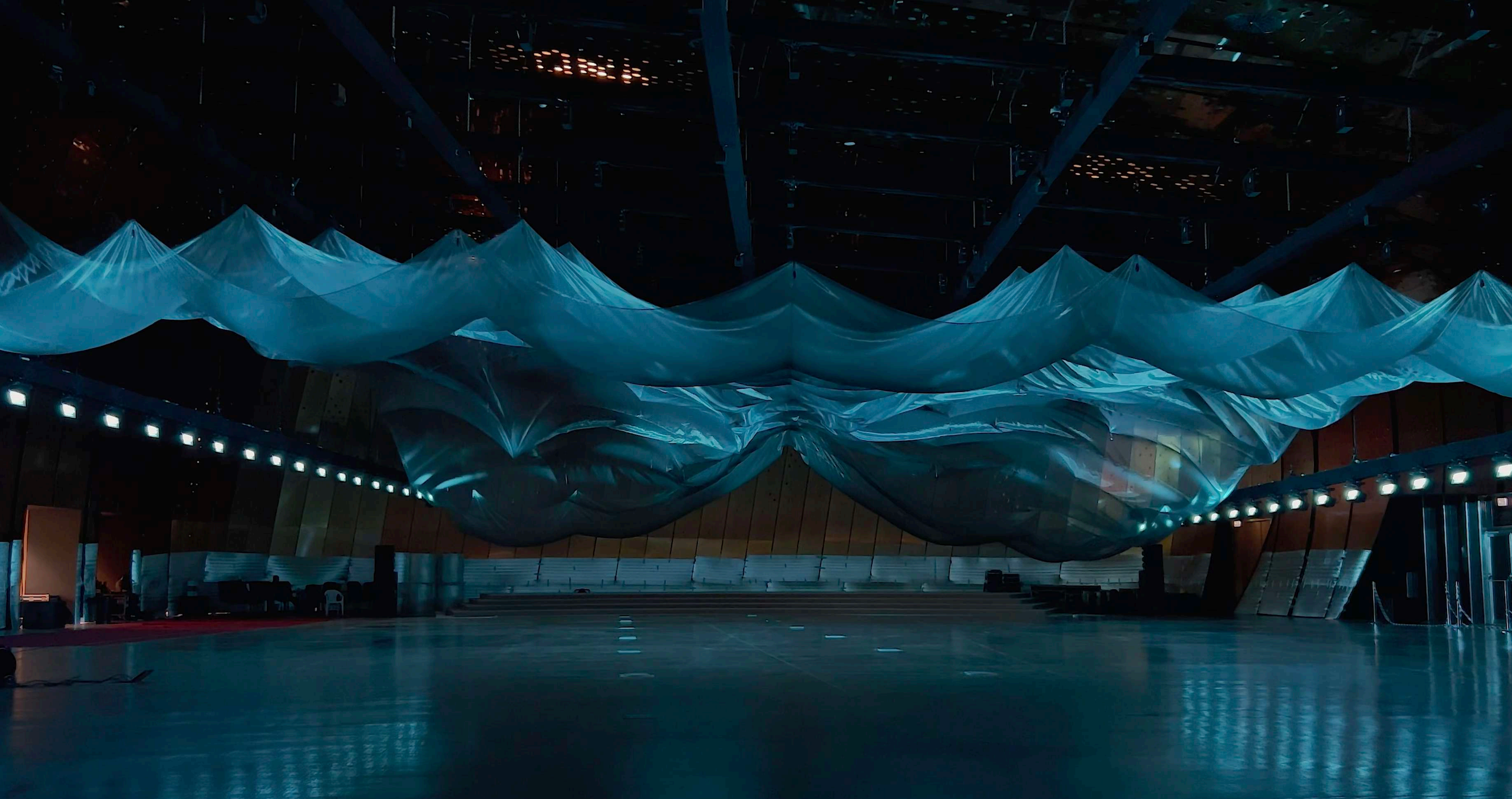


ADDITIONAL SIDE PROGRAM
TALKS FEATURING
LEADING FIGURES FROM
THE DESIGN WORLD

WORKSHOPS &
MASTERCLASSES

DEDICATED KIDS'
PROGRAM (HOLIDAYS)







CO-FOUNDERS

SARAH SCHULTEN-CITROEN

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

LIV VAISBERG

CULTURAL ENTREPRENEUR AND INTERNATIONAL ART & DESIGN FAIR FOUNDER WITH AN EXTENSIVE EXPERIENCE IN BENELUX 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 OBJECT ENVISIONS THE FUTURE."

SARAH SCHULTEN & LIV VAISBERG

HOSTS

ANNA DAGAARD JENSEN



LÅURIDS GÅLLEE



HOSTS

CHRIS KABEL



SABINE MARCELIS





HOW TO TAKE PART?

THE BIENNALE IS GRASS-ROOT, ORGANIC AND BOTTOM UP, WHILE THE CO-FOUNDERS SUPPORTED BY A STEERING COMMITTEE INITIATES CONVERSATIONS WITH INSTITUTIONS, CURATORS AND DESIGNERS, AN OPEN CALL IS LAUNCHED FOR DESIGNERS, CURATORS, OR ANY OTHER DESIGN PROFESSIONAL TO PROPOSE AN EXHIBITION. THE OPEN CALL CLOSES ON 31 OCTOBER 2024. ANSWERS WILL BE GIVEN IN MID-NOVEMBER.

FREQUENTLY ASKED QUESTIONS

ARE THERE SPECIFIC THEMES OR CRITERIA FOR THE EXHIBITIONS?

YES, THE EXHIBITIONS WILL CENTER AROUND THE PHILOSOPHY OF "NO TALKS BUT ACT," REFLECTING ROTTERDAM'S NO-NONSENSE ATTITUDE. WE ENCOURAGE DESIGNS THAT DEMONSTRATE HOW THIS APPROACH CAN PROPOSE MEANINGFUL CHANGES AND CHALLENGE PERSPECTIVES.

DO I NEED A SPACE TO TAKE PART?

YES AND NO. IF YOU DO AND IT IS CONNECTED TO ONE OF THE HUBS, BETTER. IF NOT WE CAN CONNECT YOU TO A SPACE ACROSS THE CITY.

IS THERE A BUDGET FOR MY SHOW?

WE ENCOURAGE PARTICIPANTS TO SEEK THEIR OWN FUNDING, BUT WE CAN PROVIDE SUPPORT AND CONNECTIONS WHERE POSSIBLE.

WHAT TYPES OF ARTWORKS OR DESIGNS ARE ENCOURAGED?

WE WELCOME A WIDE RANGE OF WORKS, INCLUDING FUNCTIONAL ART (FURNITURE AND OTHER OBJECTS) AND EXPERIMENTAL DESIGN INSTALLATIONS, EXPERIMENTATION AND INNOVATION ARE EXPECTED BUT A CERTAIN LEVEL OF MATURITY. NEW PROJECTS ARE ENCOURAGED BUT NOT NECESSARY.

WILL THERE BE OPPORTUNITIES FOR NETWORKING?

ABSOLUTELY! DESIGNATED NETWORKING EVENTS AND INFORMAL GATHERINGS WILL FACILITATE CONNECTIONS AMONG PARTICIPANTS AND THE PUBLIC.

WHAT SUPPORT WILL BE PROVIDED FOR INSTALLATIONS OR EXHIBITIONS?

PARTICIPANTS ARE ENCOURAGED TO PLAN THEIR INSTALLATIONS, BUT GUIDANCE AND ASSISTANCE WILL BE OFFERED AS NEEDED.

IS THERE AN APPLICATION OR PARTICIPATION FEE?

THERE IS NO APPLICATION FEE OR PARTICIPATION FEE FOR THE BIENNALE.

WHAT ARE THE EXPECTATIONS FOR PARTICIPANTS DURING THE EVENT?

PARTICIPANTS USING THEIR OWN VENUES ARE EXPECTED TO BE PRESENT FOR THEIR EXHIBITIONS, ENGAGE WITH VISITORS, AND PARTICIPATE IN DISCUSSIONS. HOSTS WILL BE AVAILABLE FOR AD HOC VENUES.

WILL THERE BE WORKSHOPS OR EDUCATIONAL PROGRAMS DURING THE BIENNALE?

YES, THE BIENNALE WILL FEATURE WORKSHOPS, TALKS, AND MASTERCLASSES LED BY INDUSTRY PROFESSIONALS FOR PARTICIPANTS TO ENGAGE WITH EXPERTS.

HOW CAN I GET INVOLVED IF I'M NOT EXHIBITING?

YOU CAN VOLUNTEER OR PARTICIPATE IN WORKSHOPS AND TALKS.



APPLY HERE

CONTACT

INFO AT DESIGNBIENNALE ROTTERDAM.COM

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