



UNESCO City of Design
Member of the Creative Cities Network since 2005

10 Things to know about

BERLIN UNESCO City of Design

May 2009

High density of design offices, high potentials and young talents in Berlin

Berlin as an up- and coming design metropolis in international context is home of 2,400 companies (official data – expected to be much more) in the fields of product and furniture, communication, graphic and fashion design. They generate a yearly turnover around €420 million and count more than 1.800 employees. Compared with other sectors the growth rates of design in Berlin – regarding turnover, number of companies and employees - are over average.

More than 10 design focused universities and educational facilities

There are five Art Universities and numerous privately funded institutions which offer a wide range of design-oriented education in Berlin. Close relations with other institutions from around the world have created an excellent basis for exchange programs and further international collaboration. In Berlin, more than 5.000 students are educated in design. After completion of their studies, many remain in Berlin and contribute to the city's creative potential.

Well established design-related platforms, festivals and fairs in Berlin

The open-minded atmosphere in Berlin provides the ideal framework for internationally recognised trade fairs, festivals and platforms. In return, these events support both the exchange and international marketing of design from Berlin. Following private and official initiatives, many platforms have been established over the last ten years. Excellent platforms are DMY International Design Festival (every June), Typo Berlin Conference, DesignMai Conference and Fashion Week with lots of formats (twice a year, one in the end of January and in the beginning of July).

High density of networks ready for international cooperation

There are numerous regional and international networks for design and fashion in Berlin. Different institutions have established their networks, for example, like Create Berlin Network, DMY Network, International Design Center Berlin, designpool, berlindesign.net, etc.

Support of design-related projects, more than €1 million yearly

Senate Department of Economics, Technology and Women's Issues has initiated and supported lots of design activities and infrastructural projects – Mercedes Benz Fashion Week, DMY International Design Festival, design reactor Berlin, textilzelle, Improve coachings and workshops, showroom-Mile, Updated information on projects can be found online at: www.projektzukunft.berlin.de

New financial/coaching instruments

The economic and structural policy of the State of Berlin places major emphasis on the regional design and fashion industry. Its ultimate goal is to strengthen and expand the entire value added chain in Berlin. Investmentbank Berlin provides favorable microloans (easy procedure up to 25 T€) and loans for founders and young entrepreneurs. In 2008 an additional coaching program (Coaching Center for Creative Industries) as well as a Venture Capital Fund (more than €30 million budget) focused on creative sector started successfully. Around 6 joint presentations of fashion or design per year are co financed by the State of Berlin (Foreign Trade Supporting Program) – among them “presentations in Milan, Paris, Copenhagen, Tokyo, Taiwan, Seoul, etc.

Establishing creative centers with focus on design

Like Modulor, Prinzessin (co-working space), IMAE Design Center, etc. – many of them around Moritzplatz in Berlin-Kreuzberg.

Lifestyle magazines highlight design and fashion

Berlin became the home of many magazines and internet platforms dealing with lifestyle and culture, for example Home, IQ, shift!, Hekmag, Liebling, Achtung Berlin, tip, Zitty as well as berlindesign.blog, stylemag.net and thelabelfinder. The city's multicultural background and close networking between design, film and lifestyle makes it an ideal starting point for new publications and platforms.

Diversity of museums and exhibitions focusing on design

People who enjoy design may easily quench their aesthetic thirst with Berlin's numberless collections of design and handcraft objects. The city's museums and exhibitions feature all historical and aesthetic facets of product, interior and fashion design. Among them are the Werkbundarchive, the Bauhaus Archive, the Bröhan Museum, the German Historical Museum and the Museum of Decorative Arts with contains a huge library.

Companies, networks and administration/politics in Berlin work closer together than ever – to be continued! and a good basis for international cooperation.