

Press Release, 11 May 2016

This is the third time Austrian design will be presented in a World Design Capital. In 2016, Austria Design Net is organising the Austrian contribution *DESIGNED CLICHÉ. Austrian Industrial Design for Taipei*.

Every two years, the International Council of Societies of Industrial Design (Icsid) appoints a city that makes exemplary use of design in order to promote its cultural, social and economic development World Design Capital. In 2016, the World Design Capital is Taipei. Together with invited guest countries, Taipei will be showcasing innovative industrial design in the fields of "Life Quality and Health", "Ecological Sustainability", "Urban Renewal", and "Smart Living" under the general slogan of "Adaptive City – Design in Motion" from **13 to 30 October 2016**.

After Helsinki (2012) and Cape Town (2014), Austria will be represented at **World Design Capital** for the third time when leading domestic companies will make their appearance in **Taipei** in **2016**. Within the framework of the exhibition **DESIGNED CLICHÉ. Austrian Industrial Design**, curated by Bettina Steindl, head of designforum Vienna and organised by **Austria Design Net**, a wide spectrum of innovative industrial design from Austria will be on view at the Design House in Songshan Cultural and Creative Park, Warehouse 1, in Taipei for a period of two weeks. The display, whose focus will be on "Life Quality and Health", is meant to provide a platform for both Austrian designers and their clients.

DESIGNED CLICHÉ. Austrian Industrial Design will exhibit design quality, technological know-how, a strong innovative potential, a passion for design, and Austrian products resulting from this felicitous combination in an economically prospering country. A supporting programme accompanying the show will promote a direct exchange between the host country of Taiwan and Austria.

"It is the goal of our regular participation in the World Design Capital project to demonstrate the strengths, potentials, and expertise of Austria's creative and design scene to establish networks on a long-term basis, and to intensify and consolidate the economic cooperation with partners from the host country. The exhibition in Taipei will be complemented by an exchange workshop in which Austrian designers and businesses will have an opportunity to meet prominent representatives from Taiwan's economic and political scene," Bettina Steindl, head of designforum Vienna, describes the presentation and exchange concept for the World Design Capital Taipei 2016.

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Austria Design Net

Austria Design Net is the umbrella organisation of Austria's leading design and creative industries institutions: austria wirtschaftsservice, Creative Industries Styria, Creative Region Linz & Upper Austria, Vienna Business Agency, creative centre departure, designaustria, designforum Vienna, MAK Vienna, and Vienna Design Week. Its goal is to jointly present and represent Austrian design abroad.

Press Contact

Austrian Contribution

World Design Capital Taipei 2016

Christina Werner, w.hoch.2wei. Cultural Project Management

Phone +43 1 524 96 46-22

E-mail werner@kunstnet.at

<http://austriadesign.net>

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