

Press release
20.09.2021

DesignFarmBerlin celebrates fifth anniversary

On 24th September 2021 DesignFarmBerlin is celebrating its fifth anniversary and will be presenting future-oriented, technology-based start-up ideas with talks, discussion panels and an exhibition.

The weissensee school of art and design berlin launched DesignFarmBerlin in 2016 in order to support creative entrepreneurs in translating their design ideas into sustainable companies. Since then, DesignFarmBerlin has helped over 40 start-up founders from the areas of health, textiles, fashion and music with grants as well as mentoring offers and expert coaching support. Moreover, its sizable network of contacts provides “farmers” with important ideas and inspiration. Even beyond the time when the start-ups receive direct support, this network enables them to successfully put down roots in the fertile Berlin ecosystem that is a mix of creativity, high-tech, research and science.

For many young entrepreneurs, their focus is not just on developing a lucrative business model. As part of a start-up culture that aims to be responsible and meaningful, they also approach DesignFarmBerlin with complex questions about, for example, sustainable economic cycles or about creating up-to-date organisational structures and a fair employee culture. In order to meet these changing skills requirements, the “Farm” is working together with “seeKicks” (an initiative funded by “EXIST”, a programme run by the Federal Ministry for Economic Affairs and Energy) to further develop the entrepreneurship programme of the weissensee school of art and design berlin.

Anniversary programme

The motto for the freshly designed innovation programme is “Creative Agency for Everyday Life with Others”. This is also the heading under which a short series of talks will open the anniversary event at 5 pm on 24th September in the Theater Expedition Metropolis at 41, Ohlauer Strasse. Successful “farmers” and international start-up entrepreneurs from Berlin will, as members of panels, present their sustainable ideas and their visions for the further development of weissensee as a creative location.

Following this, an exhibition will provide insights into the work of 12 design teams which have based their business models around the well-being of people, cities or nature and which represent a new start-up culture. The exhibition can also be seen in the Theater Exhibition Metropolis at 41 Ohlauer Strasse from 24th to 26th September.

Pictures for download: <https://next.kh-berlin.de/s/stjF7dc9qz9ybog>

Programme

(Panel discussions and talks will be held in English)

Exhibition

Opening 24th September 2021, 5 pm
25th to 26th September 2021, 12 pm to 6 pm

Participants: EOTH, GYNTASTIC, Panorama Fabrics, Urban Fibers, MotorSkins, TPL, Codes in Knots, Migration of Matter, SmedWagner, Word to World and PEELSPHERE.

Programme on 24th September 2021

Opening and talks: 24th September 2021, 5 pm to 10 pm

5 pm to 5.20 pm – Introduction to the beyond:

Creative agency for everyday life with others

5.20 pm to 6.00 pm – Presentations from Farmers:

Word to World, Xinyue Yang
Panorama Fabrics, Gabriele Kapfer & Karina Wirth
Textile Prototyping Lab, Essi Johanna Glomb
Alela App, Hans Illiger

6 pm – Panel: International founders in Berlin:

Participants: Norbert Hermann (Department of Economics, Energy and Enterprises), Xinyue Yang (Word to World), Mirco Dragowski (ecosystem expert), Juan Opitz-Silva & José Villatoro (MotorSkins), moderated by Anna Wiese (Berlin Partners)

Eventbrite link for registration: <https://www.eventbrite.de/e/hope-springs-eternal-registration-167057672997>

Location: Expedition Metropolis e.V., Ohlauer Strasse 41, 10999 Berlin

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