

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



GEELONG DESIGN WEEK Event Brief

Geelong Design Week is an annual event that celebrates Geelong's UNESCO City of Design status by offering a vibrant array of workshops, exhibitions, and talks that highlight cutting-edge innovation, sustainable practices, and creative problem-solving across multiple design disciplines. This dynamic event fosters extensive community engagement and international collaboration, reinforcing Geelong's reputation as a global leader in creativity and design excellence.

This year's event will be held from **Thursday 21 – Saturday 30 November 2024**.

The event will be coordinated and delivered by Tracey-Lea Smith, City of Greater Geelong, Guest Curator Dr. Tonya Meyrick and Event Coordinator Alice Bergin.

An EOI will be open throughout July for any individuals, groups, collectives, networks, organisations or businesses to submit their interest in sharing their design projects or hosting their design event as part of the program.

These goals and objectives provide a framework to guide the planning and execution of Geelong Design Week, ensuring that all projects and programs are aligned accordingly.

GOALS

1. **Promote Design Awareness** - Increase public awareness and appreciation of the value and impact of design in various aspects of our lives.
2. **Foster Creativity** - Encourage creativity and innovation within the Greater Geelong community by showcasing inspiring design projects and ideas.
3. **Community Engagement** - Facilitate interaction and collaboration between designers, artists, entrepreneurs, and the local community.
4. **Showcase Local Talent** - Highlight and celebrate the work of local designers, artists, and innovators, helping them gain recognition.
5. **Educate and Inspire** - Provide educational opportunities for people of all ages to learn about different design disciplines and be inspired by design thinking.
6. **Economic Development** - Promote Greater Geelong as a hub for design and innovation, attracting talent and investment to the region.
7. **International Collaboration** - Foster global collaboration and ideas exchange among UNESCO Cities of Design to build a dynamic network, enrich perspectives, cultivate partnerships, and drive innovation.

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



OBJECTIVES

1. **Curate Diverse Program** - Plan and host a wide range of events, including exhibitions, workshops, lectures, and interactive experiences, to cater to a broad audience.
2. **Collaborate with Local Partners** - Partner with local businesses, schools, cultural institutions, and government organisations to maximise the impact and reach of the event.
3. **Engage the Community** - Encourage active participation from the local community through open calls for submissions, design challenges, and interactive activities.
4. **Highlight Sustainability** - Promote sustainable design practices and the importance of environmentally conscious design solutions.
5. **Measure Attendance and Engagement** - Set specific attendance targets for different events and measure audience engagement through surveys and feedback.
6. **Evaluate Economic Impact** - Assess the economic impact of Geelong Design Week by tracking job creation, business growth, and increased tourism during the event.
7. **Evaluate Educational Impact** - Gauge the educational impact of the event by tracking the number of students and professionals who participate in workshops and lectures.
8. **Promote Inclusivity** - Ensure that the event is accessible to all members of the community, regardless of age, gender, background, or ability.
9. **Feedback and Improvement** - Collect feedback from participants, volunteers, and partners to continuously improve the event in subsequent years.
10. **Media Coverage and Publicity** - Increase media coverage and social media presence to expand the reach of the event and raise its profile.

TARGET AUDIENCE

By targeting these diverse audiences, Geelong Design Week aims to foster a broad appreciation for design and creativity, encourage professional networking and collaboration, and engage the local community in the celebration of design excellence.

The target audience for Geelong Design Week typically includes:

Design Professionals	<ul style="list-style-type: none">○ Architects○ Graphic designers○ Industrial designers○ Urban planners
Creative Industry Stakeholders	<ul style="list-style-type: none">○ Artists and designers○ Curators and gallery owners○ Craftspersons and makers

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



Business and Industry Leaders	<ul style="list-style-type: none">○ Entrepreneurs and startups in the creative sector○ Corporate leaders interested in design innovation○ Developers, investors and venture capitalists
Local Community	<ul style="list-style-type: none">○ Residents of Geelong and surrounding areas○ Local businesses and community groups○ Families and individuals interested in design and creativity
Tourists and Visitors	<ul style="list-style-type: none">○ Domestic and international tourists with an interest in design and culture○ Travel and lifestyle enthusiasts
Government and Policy Makers	<ul style="list-style-type: none">○ Local government officials○ Policy makers focused on urban development and cultural affairs
Media and Press	<ul style="list-style-type: none">○ Journalists and bloggers covering design, architecture, and cultural events○ Influencers and social media personalities

PROGRAM

Over 10 days from 21 to 30 November 2024, Geelong Design Week will bring businesses, designers, creatives and the community together to showcase design projects, stories and talents from across our region and beyond. A combination of both online and in-person events, projects and events will be offered across the City of Greater Geelong which could include design exhibitions, workshops, tours, collaborations, cultural events, experiences, projections, popup spaces and forums.

During recent consultations with key stakeholders, four primary Areas of Focus have been identified for Geelong as a UNESCO City of Design. These areas are:

- **Built and Natural Environment**
- **Arts, Design, and Creativity**
- **Education, Research, and Knowledge**
- **Sustainability and Circularity**

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



These focus areas will guide the highlighting of best practice projects, research, and initiatives during Geelong Design Week, showcasing excellence and innovation in each domain. The following list are examples of the types of design projects to guide and inspire potential events.

Designing for the Future: Innovation and Sustainability
Community-Centric Urban Development
Heritage and Modernity: Blending Old and New
Designing Smart and Connected Cities
Ecological Design and Green Urbanism
Art, Culture, and Public Spaces
Resilient Design in the Face of Climate Change
Collaborative Design Practices and Partnerships
Innovative Education Models in Design
Bridging Academia and Industry in Design Research
Community-Driven Knowledge Sharing
Design as a Catalyst for Research and Innovation
Digital Platforms for Knowledge Dissemination
Exploring the Future of Design Education
Interdisciplinary Research in Design and Technology
Empowering Communities through Design Knowledge
Sustainable Design Practices for Urban Living
Innovations in Circular Economy and Design
Designing Zero-Waste Communities
Eco-Friendly Materials and Sustainable Production
Circular Design Thinking in Industry

Green Technology and Smart City Solutions
Community-Led Sustainability Initiatives
Design for Climate Action and Resilience
Designing for Human Health and Wellbeing
Socially Inclusive and Equitable Design Practices
Economic Opportunities in Sustainable Design
Ecological Urbanism and Green Infrastructure
Community-Driven Sustainability Projects
Designing Resilient and Adaptable Cities
Cross-Sector Collaboration for Sustainable Development
Emerging Trends in Art and Design
Integrating Creativity in Urban Development
Design for Social Impact and Inclusion
Art and Technology: The Future of Creativity
Sustainable and Ethical Design Practices
Celebrating Local Talent and Global Inspirations
Interactive Workshops and Hands-On Design Challenges
Creative Collaborations and Partnerships
Exploring New Mediums and Techniques in Art
Fostering Innovation through Design Thinking

INTERNATIONAL OPEN CALL

While our heart lies locally, we have an eye on the benefits of international engagement for our communities. Through our relationship with UNESCO we have an opportunity to connect our community with global opportunities and share our design and innovation with the world. Among the goals of Geelong Design Week, we invite international collaboration from other UNESCO Creative Cities.

Geelong Design Week warmly invites fellow UNESCO Cities of Design to join us in a unique celebration of creativity, innovation, and sustainable development in Australia. We believe that by working together, we can amplify the impact of design in addressing global challenges and enhancing the quality of life in our communities.

We welcome any UNESCO Creative Cities to share your city's most innovative and impactful design projects. We are particularly interested in hosting VR, AR or digital projections created in your city or exhibiting small objects and displays that can be easily sent to Australia. We also welcome online webinars to discuss and exchange knowledge or guest speakers either virtually or in person.

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



GEELONG DESIGN WEEK

21 — 30 NOVEMBER 2024

geelongdesignweek.com.au



01

PROMOTE DESIGN
AWARENESS

02

FOSTER CREATIVITY

03

COMMUNITY
ENGAGEMENT

04

SHOWCASE LOCAL
TALENT

05

EDUCATE AND
INSPIRE

06

INTERNATIONAL
COLLABORATION



GEELONG
DESIGN
WEEK

GEELONG
CITY OF DESIGN

CITY OF GREATER
GEELONG

GEELONG DESIGN WEEK

21 — 30
NOVEMBER
2024



2021

69 events
6,131 attendees



1,011,642

2022

50 events
6,343 attendees



2,500,000

2023

52 events
17,288 attendees



10,280,949

OPEN CALL



INSTALLATIONS

Share your VR or AR immersive digital platforms



GLOBAL EXPOSURE

Gain international recognition and visibility for your city



PUBLIC ART

Share a digital projection from your city



CULTURAL EXCHANGE

Enrich your understanding of global design practices



WEBINARS

Present an online webinar to exchange knowledge



STRENGTHENED NETWORKS

Build lasting relationship with another UNESCO City of Design

EMAIL info@geelongdesignweek.com

