

PRESS RELEASE

German Design Museum Foundation seeks designers and architects for international annual project

A unique opportunity for young creatives who think out-of-the-box and have a desire for international cooperation: The Design Networking Hub of the German Design Museum Foundation was successful in the call for tenders for the promotion of international creative industries by the German Federal Foreign Office and is now looking for five German and five Kenyan young designers and architects who want to participate in the one-year funding program.

Frankfurt am Main / Nairobi, 19 May 2021

"We are very pleased to have the opportunity to undertake this exciting project and to network the cultural and creative industries of both countries," explains Julia Kostial, Managing Director and Board Member of the Foundation. "Now the main thing is to select the appropriate creative minds together with our Kenyan partners."

The planned knowledge and networking platform, the Design Networking Hub, is essentially intended to promote the exchange of the cultural and creative industries of both nations in a partnership of equals. In addition to providing all the key information for implementing German-Kenyan cooperation, the Hub will offer networking opportunities and enable designers, architects and creative professionals from Germany and Kenya to independently initiate and implement joint projects for the German or Kenyan market.

In order to make the information offered by the Design Networking Hub as user-oriented as possible, the pilot group of German and Kenyan designers / architects will go through the entire process of a bilateral cooperation project in small international teams. The aim is to jointly develop new products, business ideas or non-profit concepts, and to implement them from the brainstorming stage through planning and implementation to financing and compliance with the necessary legal aspects.

The Hub team will provide intensive assistance and support for the group to meet all challenges and information needs over a project phase of about one year. The process and all central materials will be documented and collected on the knowledge and network platform, creating a large digital store of knowledge.

Interested designers of all disciplines (except fashion design) and architects who hold at least a Bachelor's degree are invited to apply by 14 June 2021 using the online form on the new website www.design-networking-hub.com.

In addition to the not-for-profit German Design Museum Foundation, the German Design Council, the Design Kenya Society and Trade and Fairs Consulting are responsible for the implementation of the project.

With the "Creative Resources" funding line, the Federal Foreign Office is once again making funds available to promote cross-border, international cultural and creative industries. The regional focus of the funding line is on the cultural and creative industries in Europe and Africa.

After workshop tours through the USA, the German Design Museum Foundation has succeeded in taking another significant step in the field of international cooperation by means of the Design Networking Hub. The project started on 15 April 2021 and will end on 31 December 2022.

German Design Museum Foundation

The German Design Museum Foundation was founded in 2011 on the initiative of the German Design Council and is based in Frankfurt am Main. In the meantime, the foundation has firmly rooted itself in the German foundation sector and established itself as a multi-voiced and non-profit institution for the thematic spectrum of design with nationwide funding projects. Supported by committed partners, the German Design Museum Foundation has so far organised numerous funding projects in workshops, exhibitions and publications.

www.deutschesdesignmuseum.de/en

German Design Council

The German Design Council was founded in 1953 by the Federation of German Industries (BDI) and leading companies on the initiative of the German Bundestag. More than 340 well-known companies from various industries support the German Design Council in implementing design as an economic and cultural factor. Outstanding designers and young designers are also supported. The German Design Council strengthens the general public's understanding of design in Germany and beyond as well as adopting the function of an international interface.

www.german-design-council.de/en

Design Kenya Society

Based in Nairobi, the Design Kenya Society brings together Kenyan designers, design students and design businesses with the aim of strengthening the design and creative sector in Kenya and promoting excellence in African design.

www.designkenyasociety.co.ke

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