PRESS RELEASE

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The second digital international iF Design Marathon event series with impulses from four continents has started!

Every day – until 27 October 2022 – 17 internationally relevant design institutions and companies from eleven countries will present current developments in design around the globe.

Over the course of 17 days, live events, presentations, talk rounds, get-togethers, and other digital formats on the iF Design Website will provide the global design community with exciting insights and impulses on a variety of topics.

The starting signal for the **Design Marathon 2022** was given by iF Design together with the International Design Center Berlin (IDZ) on 5 October. The panel included renowned experts: GROHE | LIXIL Global Design Chef **Patrick Speck**, industrial designers **Ana Relvão** (RELVÃOKELLERMANN, Munich), **Hanne Willmann** (Studio Hanne Willmann, Berlin) and **Johanna Loomis** (Vay Technology, Hamburg) as well as **Prof. Nils Krüger** (büro+staubach, Berlin). Moderation: **Dr. Sandra Groll** (Sandra Groll Design Research, Hamburg).

The **iF Design Marathon 2022** (5-27 October) brings together design experts from around the world. Through digital talks, panels, podcasts and more, the design community can engage in the diverse events. From Germany to Spain to Brazil, China as well as Canada, Brazil, Istanbul, Seoul, Taipei, Shanghai and finishing at the iF Design Center in Chengdu – over 17 days, numerous virtual thematic threads of the selected iF partners will converge and offer insights into the design happenings of their continents, countries and places.

>> The second stage on 6 October "Design beyond borders!" will be led by **HAWK University of Applied Sciences and Arts in Hildesheim**, before continuing via **Cumulus** in Helsinki, **GLUE TV** in Amsterdam, **IED Rome** on 13 October to the **World Design Capital**

2022 Valencia with "Design & Health | Fashion & Sustainability – two essential dialogues".

>> From Spain, the next stages lead to the next continent, to Montreal to the **World Design Organization** with the "Young Designers Circle". The marathon route continues on 19 October to Brazil to **ABILUX** and then to **Centro Brazil Design**. Further stops are planned in Istanbul, Seoul, Taipei, Shanghai before the finish line on 27 October at the **iF Design Center Chengdu**.

The marathon calendar with its partner institutions and the entire program can be found here:
https://ifdesign.com/if-design-marathon

For more information and image material, please contact:

Annegret Wulf-Pippig
Press officer

iF International Forum Design GmbH
Bahnhofstrasse 8 / 30159 Hannover
T: +49.511.54224-218
annegret.wulf-pippig@ifdesign.com

www.ifdesign.com