

Creatives for Vienna – Making Spaces 2025

Rethinking urban spaces. Shaping cities together.

With the competition *Creatives for Vienna – Making Spaces 2025*, the Vienna Business Agency, in cooperation with the Vienna Climate Biennale, invites creative minds to develop concepts for the design and activation of urban open spaces and thus actively contribute to

the quality of life for everyone in the city. Social, climatic and urban changes are presenting urban spaces with new challenges, and open spaces are becoming increasingly important.

Creative minds are invited to rethink, redesign and repurpose open spaces. We are looking for concepts that view outdoor spaces such as public, semi-public areas or brownfield sites as places for people to meet, exchange ideas and participate in society and decision-making. Through creative, performative and programmatic interventions, urban open spaces should be made more accessible to city dwellers from different target groups and a new way of using their everyday living environment should be initiated.

The competition is open to all creative minds. Individuals, collaborative associations such as initiatives, associations, cooperatives and companies based in Vienna can submit concepts.

The winners of the competition will receive implementation support **of 15,000 euros**¹. We and our project partners can provide support in the realisation of the concepts. Selected award-winning projects will be implemented as part of the Vienna Climate Biennale from 9 April to 26 May 2026.

Competition period: 24 June to 22 September 2025

FOCUS ON OPEN SPACE – What is it all about?

Open spaces are more than just undeveloped areas: they offer potential for encounters, participation, social interaction and creative use. In a rapidly growing city like Vienna, they are a decisive factor and an important tool for quality of life, climate adaptation and inclusive coexistence. *Creatives for Vienna – Making Spaces 2025* aims to put urban open spaces in the spotlight and activate them for new uses and target groups.

We are looking for concepts that make use of urban space and address one or more of the following topics:

- **Concepts of Use & Programming**
What creative formats, temporary interventions or long-term uses can be used to revitalise open spaces? How can street furniture, modular structures or installations help to expand the versatile use of outdoor spaces for city residents? How can the support and maintenance of projects be organised so that they remain functional and attractive in the long term?

¹ The prize money constitutes aid for companies in accordance with the provisions of Commission Regulation (EC) No. 2023/2832 of 13 December 2023 on the application of Articles 107 and 108 of the EC Treaty to de minimis aid (De Minimis Regulation) and is not earmarked for a specific purpose. Submitters, if they are entrepreneurs, undertake to submit a de minimis declaration provided by the Vienna Business Agency before any prize money is paid out.

- **Blank spaces & typologies**
Which previously undiscovered or underutilised areas have potential for new ideas? How can targeted interventions help to make vacant and brownfield sites usable? How can the ground floor zone be reimagined as a central interface between public and semi-public space? How can it be made more open, accessible and vibrant as a resource for encounters?
- **Participation & Community**
How can open spaces become more inclusive, accessible and welcoming to everyone? What ideas can promote social cohesion and interaction in outdoor spaces? How can open spaces be revitalised through surprising uses and strengthened as lively meeting places?
- **Climate & Sustainability**
How can targeted design with shading elements, greening and other measures improve the quality of outdoor spaces in the long term and for as many people as possible? How can open spaces be designed and produced in an ecologically sensible way in line with climate targets? Which materials are suitable for this purpose?

CONCEPTS – What can be submitted?

Concepts for design or programming – or a combination of both – can be submitted. The concepts submitted must be well thought out and realistic in terms of both resources and the chosen location.

1. Design

We are looking for design concepts that make outdoor spaces active and functional. Targeted interventions – such as shading elements, greenery, modular structures, furniture or installations – should enhance the quality of the space and create opportunities for people to meet.

2. Programme

We are looking for concepts that bring outdoor spaces to life through creative programmes, events or targeted interventions. Whether participatory activities, performances or neighbourhood formats – we are looking for ideas that promote social interaction, appeal to different target groups and communities, and create new meeting places.

Our goal is to promote concepts that see open space as a malleable interface and in doing so, reveal new ways in which we can work together to create a more liveable, inclusive and sustainable city.

Gesucht sind Konzepte, die den Außenraum durch kreative Programme, Veranstaltungen oder gezielte Interventionen beleben. Ob partizipative Aktionen, Performances oder nachbarschaftliche Formate – gefragt sind Ideen, die soziale Interaktion fördern, unterschiedliche Zielgruppen und Communities ansprechen und neue Begegnungsräume schaffen.

TIMELINE – What happens when?

24 June until 22 September 2025 Submission of Concepts

In the first step, we ask you to submit a concept that already includes concrete plans for implementation and can be realistically implemented. A complete approval process is not yet required for submission. However, initial contacts with, for example, the district or owners should be included in the submission and it should be indicated which approvals have already been obtained and which steps still need to be taken.

14 and 15 October 2025 Jury-Hearings

The submitted concepts will be judged and the winners selected by a jury composed of employees of the Vienna Business Agency and the Vienna Climate Biennale, external jury members and partners. The projects invited to the hearing will have 5 minutes to present their projects via Zoom.

November 2025 – March 2026 Implementation planning for the winning projects

During this phase, concrete plans for the winning projects must be drawn up so that they can be implemented by April 2026 at the latest. The projects will be presented at the Vienna Climate Biennale 2026 and, ideally, will remain in the urban space beyond that date. Together with our project partners, we will endeavour to provide support during this phase.

January 2026 Payment of implementation support

The projects selected by the jury will receive implementation support amounting to Euro 15,000.

9 April until 26 March 2026 Implementation at the Climate Biennale Vienna

Selected award-winning projects will be included in the programme of the Vienna Climate Biennale and presented there.

SUBMISSION – What are the requirements?

Submissions can be made on an ongoing basis from 24 June to 22 September 2025 after registering at <https://wirtschaftsagentur.at/login/>. We welcome contributions from:

We welcome submissions from and for the following creative industries sectors:

- architecture
- design
- the art market
- fashion
- multimedia (incl. games)
- publishing
- music industry
- film industry (incl. animation and visualisation)

Deadline for submissions: Monday 22 September 2025, 11:59 pm

Jury

The award-winning concepts are selected by an independent jury and by experts from the Vienna Business Agency who will evaluate the competition submissions according to these criteria:

- • Added value for Vienna's creative scene
- • Potential for change and activation
- • Qualification and professionalism of the submitters
- • Realistic and professional planning
- • Sustainability
- • Effectiveness and significance for the urban environment

Prices

Submissions that are positively assessed and selected by the jury will receive prize money in the amount of **15,000 euros**.

The Vienna Business Agency and our project partners can provide support in implementing these concepts. In addition, selected award-winning projects will be included in the **programme of the Klima Biennale Wien from 9 April to 26 May 2026**.

Project Partners

Klima Biennale Wien

The Climate Biennale Vienna, a festival organised by KunstHausWien and financed by the City of Vienna, is the main content partner behind all projects selected for implementation within the framework of the festival and will support them to the best of its knowledge and belief during the implementation phase. As an interface between the city's public authorities and the creative minds behind the submissions, the Climate Biennale Vienna is happy to act as a sparring partner in the approval process and to provide advice on production issues. It regards the projects presented as an integral part of the Climate Biennale Vienna 2026 and, as such, they will also be communicated in the programme and on its communication channels.

Local Agenda 21

As a project partner, Local Agenda 21 Vienna supports selected projects in the design category with the aim of enabling their long-term implementation in public spaces. Projects with potential for continuity can be submitted as part of the Grätzloase action programme after successful selection in this call.

projects within the framework of the Grätzloase action programme. With many years of experience in participatory urban design and the implementation of low-threshold projects in public spaces, Local Agenda 21 Vienna brings to the table as a project partner its sound expertise in supporting local initiatives and implementing actions and projects in public spaces.

Kreative Räume Wien

Creative Spaces Vienna (KRW) is the service centre for vacancy activation and temporary use for the City of Vienna. Creative Spaces provides free assistance in finding spaces, information on legal frameworks and support for ongoing projects. The focus is on activating vacant indoor and outdoor spaces such as building gaps. Public space is not part of the advisory service.

Register via the following link if you are looking for space: www.kreativeraumewien.at/raumsuche

MuseumsQuartier Vienna

The MuseumsQuartier is one of the world's largest cultural areas and offers a packed programme of art and culture to over 5 million visitors a year with a packed programme of art and culture. It is a place of cultural diversity, experimentation, action and education. MQ E+B GesmbH programmes and curates a diverse artistic programme with installations, sculpture projects and events in the outdoor areas of the complex, as well as exhibitions and presentations in its own exhibition spaces. Selected projects that can be implemented in outdoor spaces at the MQ are supported in their detailed planning and implementation (e.g. with questions regarding official permits, production and handling or maintenance) and communicated accordingly on our own channels.

Online Q&As

The online Q&As will present the key points of the competition and answer any questions:

Thursday, 10 July 2025, 10-11 a.m.

Wednesday, 20 August 2025, 10-11 a.m.

Monday, 8 September 2025, 10-11 a.m.

Register via creativeindustries@wirtschaftsagentur.at to receive the Zoom link.

Contact

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Questions about Klima Biennale Wien

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