

MEDIA RELEASE



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More than 6000 people inspired at Geelong Design Week 2021

More than 6000 people were inspired, challenged and delighted by events held throughout Geelong Design Week 2021.

Held from 18-28 March this year, Geelong Design Week delivered 69 events that showcased local design and creativity.

A total of 54 local designers, artists and innovators hosted events across the 10-day program, which included Rone's major exhibition at Geelong Gallery.

The new Open Studios Trail was another highlight of the event, with 819 people following the trail to discover 15 local artists in studios and creative venues across the Bellarine Peninsula.

Almost a third of the 2021 audience came from outside Greater Geelong, demonstrating potential for Geelong Design Week to become a flagship destination event for the region.

Nearly everyone (95%) who attended Geelong Design Week said they would attend the event again in 2022.

City of Greater Geelong Mayor Stephanie Asher said the strong attendance rate demonstrated the region's passion for creativity and design.

"As a UNESCO City of Design, celebrating clever design and creativity is part of our culture," said the Mayor.

"Our commitment to innovation and creative problem solving will play a major role in preserving sustainability and liveability across our region into the future."

Cr Peter Murrhiy, chair of the Economic Development portfolio said this year's Geelong Design Week showed the depth of innovation in the region.

"Geelong Design Week is a unique opportunity to showcase and learn more about the breadth of talent and creativity we have in the region," Cr Murrhiy said.

"Congratulations to all the hosts for delivering such high-calibre events and thank you to everyone who participated for supporting the creative industry in Greater Geelong."

Geelong Design Week will return in 2022. Event host applications will open in September 2021 at www.geelongdesignweek.com.au

For information and updates on design in Greater Geelong visit www.geelongcityofdesign.com.au and follow @geelongdesigncityon Instagram.

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