

WDC Campus - young talents at work

Designing How We Want to Live

The **WDC Campus** is the central future-oriented project within the framework of **World Design Capital Frankfurt RheinMain 2026**, taking place at the **Museum Angewandte Kunst** in Frankfurt. Under the motto *"Designing How We Want to Live"*, the Campus offers young talents — students, graduates and start-ups — a platform to present and discuss their innovative projects and visions for society, the economy and a sustainable future. The initiative aims to foster an inter-generational discourse, bringing together universities, businesses and cultural creators.

Structure and Objectives

The WDC Campus serves simultaneously as a **workshop, laboratory, space for discourse and festival**. It showcases the creative energy of young talents (Generation Z and Millennials) who address key global challenges — from climate change and social justice to health, mobility, governance and democracy — through interdisciplinary collaboration. As a link between academic education and practice, the Campus offers universities high visibility by presenting student projects in a major exhibition that makes their work accessible to a broad public through various event formats.

The exhibition is structured around ten thematic fields:

Work, Building & Living, Education, Health, Industry, Consumption, Culture & Media, Mobility, Public Space, and Sport.

World Design Capital
Frankfurt RheinMain 2026
c/o Museum Angewandte Kunst
Schaumainkai 17
60594 Frankfurt am Main
Germany

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Umgesetzt durch/
Organised by:
Design FRM gGmbH

Geschäftsführerin/
Chief Executive Officer:
Carolina Romahn

Amtsgericht Frankfurt am Main,
HRB 130442

Collaboration and Selection

The university network of the WDC Campus begins its conceptual phase in **summer 2025** and continues its projects over **two semesters (winter semester 2025/26 and summer semester 2026)**. The highlight will be the **Campus Festival** from **July 3–5, 2026**.

Around **40 universities** from the Frankfurt Rhine-Main metropolitan region, representing approximately **250,000 students**, have been invited, along with their national and international partners from Europe, the USA, Africa, Asia, and South America.

Submitted projects — expected to total around **150 exhibits** — will be selected by the WDC Campus team leads. Targeted PR campaigns by the Campus and central press offices will ensure strong public visibility.

Event Formats and Content

In addition to the main exhibition, the program includes **panels, lectures, workshops, and excursions**, all organized within **dialogue workshops**.

The topics are structured around seven so-called **"pillars"**:

1. Consumption / Nutrition / Agriculture
2. Climate Change / Migration / Justice
3. Mobility / Work
4. Health / Sexuality / Gender / Sport
5. Industry / Construction / Housing / Public Space
6. Governance / Participation / Finance
7. Law / Academic Freedom / Culture & Media

The accompanying program will begin on **April 14, 2026** (summer semester) and continue throughout the WDC Campus until the exhibition closes on **August 9, 2026**.

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Venue and Schedule

The **Museum Angewandte Kunst** in Frankfurt am Main provides generous exhibition spaces, including the entire first floor, parts of the ground floor, and outdoor areas in the courtyard and park. In line with the motto *"Designing How We Want to Live,"* the museum will become a **workshop of transformation**.

Kick-off for universities: April 14, 2026

Campus Festival: July 3–5, 2026

Exhibition and extended program: until August 9, 2026

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Venue

Museum Angewandte Kunst

Schaumainkai 17

60594 Frankfurt am Main

More Informationen:

www.museumangewandtekunst.de

www.wdc2026.org/de

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