

Press Release – short version
15 January 2026

Frankfurt RheinMain kicks off as World Design Capital 2026

In 2026, Frankfurt RheinMain will be the first region in Germany to hold the title of World Design Capital. Under the theme “Let’s design Frankfurt RheinMain together”, the region is focusing on design as a tool for a livable, democratic, and economically sustainable future. The program year will include up to 2,000 events from 450 projects, which will be realized in collaboration with numerous partners from civil society, culture, business, universities, and local authorities. The World Design Organization (WDO) award recognizes Frankfurt RheinMain for the unique cooperation of 31 cities and counties and its approach to understanding design as an attitude for participation and innovation.

Five thematic focal points structure the program year:

- Shaping Living Environments Together, (February, March, May)
- Rethinking Learning, Exploring Design (April, July)
- Future Cycles: Design, Crafts, and Industry (June)
- Engaging all the Senses (August, September)
- Design in Dialogue: in Politics and Society (October, November, December)

Core objectives and design concept of WDC 2026

The WDC 2026 program aims to achieve the following objectives: improving quality of life, strengthening regional identity, and raising the international profile of the region. Design is understood not only as an aesthetic form, but also as a tool for participation, innovation, and sustainable urban development.

Funding and financing

World Design Capital 2026 is jointly financed by the State of Hesse, the City of Frankfurt, the Frankfurt RheinMain Cultural Fund, cities and municipalities, and partner institutions (total volume: approx. €16 million).

Note: Further information and detailed images can be found here:
media.wdc2026.org/press

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

Presse / Press WDC 2026 /
Christina Sweeney
Caroline Mohler
Mobile +49 151 55620038
Office +49 69 928 82933
press@wdc2026.org

Pressebüro / Press Office:
neumann communication
wdc@neumann-communication.de
+49 221 91 39 49 0

Umgesetzt durch /
Organised by:
Design FRM gGmbH

Geschäftsführerin /
Chief Executive Officer:
Carolina Romahn

Amtsgericht Frankfurt am Main,
HRB 130442

Gefördert durch /
Funded by



STADT FRANKFURT AM MAIN



Auf Grundlage der Leitidee von /
Based on the core idea of

Design for Democracy.
Atmospheres for
a better life

World Design Capital® ist eine Initiative der /
World Design Capital® is an initiative of



wdc2026.org