



The capital prepares for the 10th edition of the Bogota Design Festival - BDF

From **April 24 to 27, 2024**, Bogota will host the **10th edition of the Bogota Design Festival - BDF**, an event for all audiences, endorsed by the Mayor's Office, mostly free and that connects citizens with design and innovation, in addition to contributing to the cultural, professional and creative growth of the Colombian capital. Annually, around 56 cities worldwide replicate this model of Design Weeks or Festivals, which are members of the World Design Weeks, turning this type of events into design platforms that promote all kinds of activities and spaces where design and the creative industries of the main cities of the world are the protagonists.

The Bogotá Design Festival - BDF will be held for 4 days and will feature a multiple academic agenda, allied events such as OFF Festival, educational workshops, contests, commercial and exhibition spaces for sponsoring brands and allied entities. In the 2024 edition, the Main Academic Agenda will be held at the headquarters of the Chapinero Chamber of Commerce in conjunction with the Creative Industries Cluster on Wednesday April 24 and Friday April 26, with an emphasis on Creative Entrepreneurship on Wednesday and Trends on Friday, where the public can participate in lectures and panels of experts from different areas of design, innovation, technology and entrepreneurship. Additionally, there will be a Parallel Academic Agenda with entities such as Taller5 University, El Rosario University, National University and alternate venues such as the El Retiro shopping mall, among others. In the OFF Festival where the Allied Events are included, there will be alternative spaces such as the first edition of CromaFest - Digital Art with an exhibition at the García Marquez Cultural Center with the support of Riegner, among others. For the Training Workshops Agenda, we will have workshops with entities such as La Silla Vacía, CMO, or multinationals such as Publicis, among others. It is important to be attentive to the web **bogotadesignfestival.co** and Social Networks to be able to register, follow and participate in all the activities of **#BDF2023**. The Commercial Agenda, meanwhile, will be with alternation and prior reservations, where national and international companies will open their doors, so that the public can make their tours and visit the different spaces and venues, presented on the Map that contains the entire program of activities, exhibitions, experiences and launches. The Map will be distributed in different places of the BDF, where visitors will be registered at each point of entry.

The Commercial Agenda will be with alternation and prior reservations, where national and international companies will open their doors for the public to tour and visit the different spaces and venues, presented on the Map that contains the entire program of activities, exhibitions, experiences and launches. The Map will be distributed in different parts of the BDF, where visitors will be registered at each point of entry. The BDF, adding up its nine previous editions, has registered in its database more than 26,000 attendees in total, and in this 10th edition invites again businessmen, entrepreneurs, designers, creatives, artists and professionals to exhibit, share and connect with design and creative industries in all its representations: industrial, graphic, publishing, craft, music, audiovisual, gastronomic, fashion or interior design. It is worth noting that the BDF initiative was created with the objective of supporting and generating resources for PRANA Incubadora (a non-profit entity that celebrated its 20th anniversary last year) whose objective is to foster and promote companies and creative entrepreneurship in the country.

Those interested in attending the **#BDF** events can register at this [LINK](#). Events, companies and entities interested in participating as Allies, Exhibitors or Sponsors of the Festival can write to the email bogotadesignfest@gmail.com or to register as an exhibitor a form on the page <https://www.bogotadesignfestival.co/contacto>. We look forward to seeing you!