

NZ
DESIGN
WEEK —
2027

MAR. 01-09
TĀMAKI MAKĀURAU
AUCKLAND

2027 PROP DOC





ABOUT NZDW

New Zealand Design Week exists to connect people through design – bringing Aotearoa to the world, and the world to Aotearoa.

A celebration of all design disciplines, created for industry, creatives, and the design-curious.

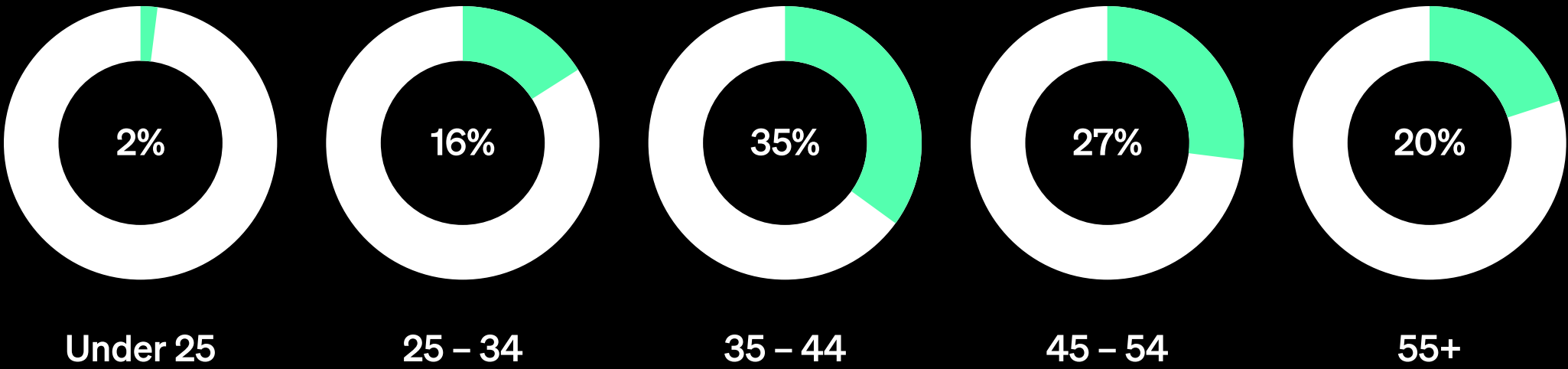
Held annually, NZDW is a nine-day programme supporting innovation and commercial growth through exhibitions, talks, workshops, and immersive experiences that spark connection, creativity, and conversation.

A much-needed platform for sharing ideas and celebrating creativity, NZDW emerged as a safe, inclusive home for design in all its forms. It's for architects and object-makers, digital designers and spatial thinkers, fashion creatives and furniture builders, storytellers and strategists – and anyone who simply loves what they create.

OUR AUDIENCE

FOR THE EVENT
MAR. 02-10 2026

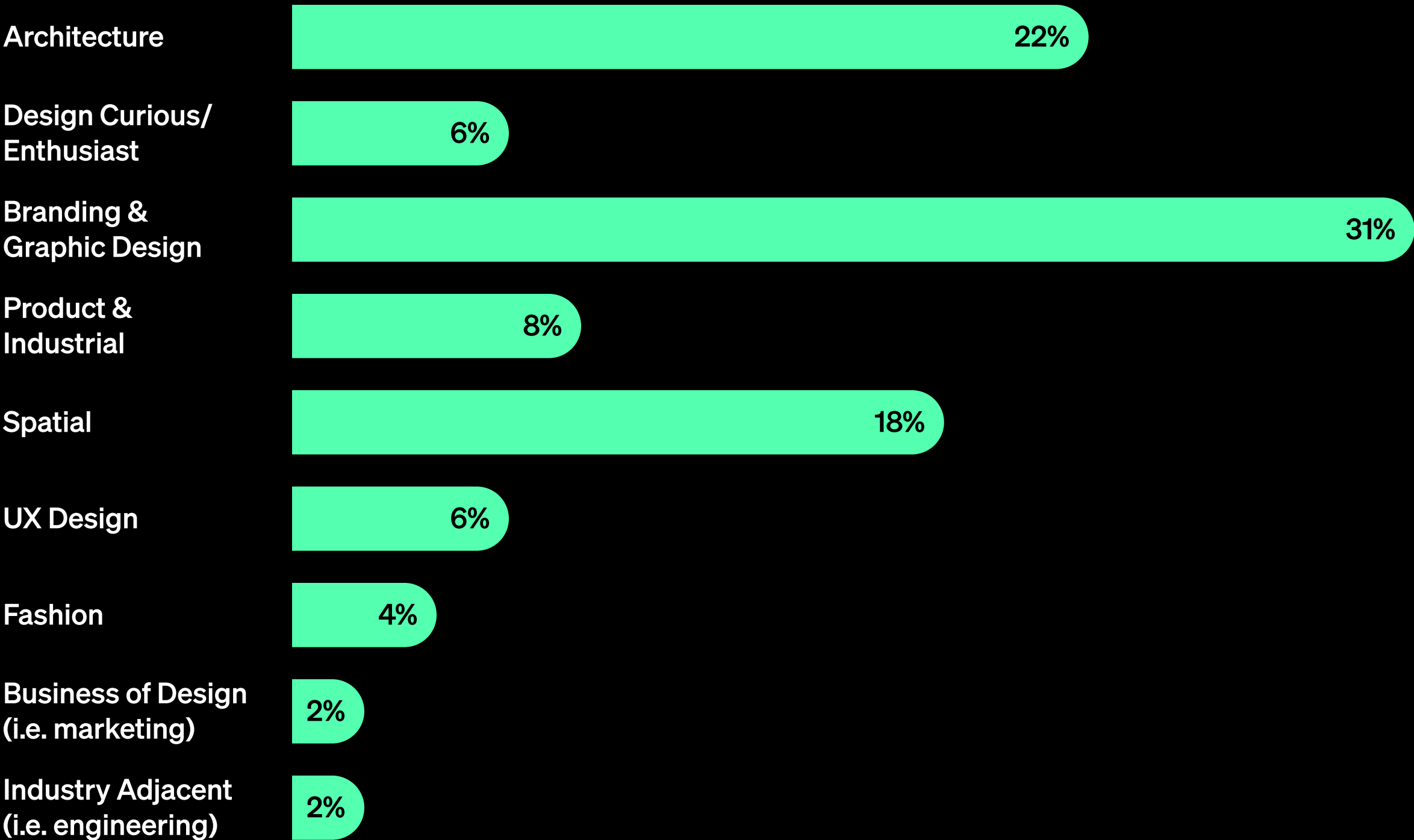
AGE



LOCATION



DISCIPLINE



KEY STATS

FOR THE EVENT
MAR. 02-10 2026

In terms of registrations and ticketholders, we saw **70% growth between 2025 and 2026**, made up by an **overall growth of 83%** in individuals attending an average of 1.6 events each across the nine day programme (2199 individuals registered for or purchased tickets to a total of 3520 session spots, compared with 1203 individuals in 2025).

Our Design Conference had **590 ticketholders**, and our Design Day Pro had **620 ticketholders**; with 244 people purchasing tickets to both. In 2025 we only had an 8% overlap in attendance across both days. This increase to 20% demonstrates that our audience is starting to recognise the value in attending both days.

Our free Partner Events had capacities of between 25 and 150, and achieved a total of **1322 registrations** between them (an average of 73 per event) compared with 654 registrations in 2025 and an average of 47 per event – this shows significant growth in the awareness and uptake of these high quality community-led events in our programme. **Those registrations were made up by 753 individuals (almost double 2025)** attending on average 1.7 free events each - notably the same as 2025 which indicates similar attendance but via a growing audience.



LEXUS
Design Award Winner,
Oliver Lloyd
PROJECT: Roll A Rat

Roll a Rat offers a new approach to pest eradication, supporting New Zealand's goal of becoming predator-free by 2050. Lightweight and easy to use, the Roll a Rat is designed to be used in the field, allowing for the rapid deployment of bait. The bait is made from a sustainable material that can be used in a variety of environments. The design is simple and intuitive, making it easy for anyone to use. The Roll a Rat is a game-changing innovation that will help protect New Zealand's unique environment.

Outer rings elevate the station off the ground, improving airflow around the bait and helping to prevent the station from being knocked over. The bait pack design also allows for easy transportation and setup.

Roll a Rat is integrated with native seeds, which grow over time to help disguise the station, creating its own ecosystem in the process. Roll a Rat, plant a forest.

SOCIAL PROOF

“Residium gained value from collaborating with NZ Design Week in several ways. We reached new audiences beyond our usual visitor demographic, saw increased trade foot traffic through the Circuits programme from regional visitors, and connected with a number of interesting B2B contacts visiting the city for Design Week activations from Australia and outside of Auckland.”

— Residium Design & Building Centre

“We were proud to be part of this year’s NZ Design Week, connecting with architects, designers, specifiers and industry partners. It was fantastic to meet so many passionate professionals, exchange ideas, and discuss how integrated water solutions can support better building outcomes and user experiences.”

— Zenith Water

“Glad to catch a sharp programme at NZ Design Week last week. Lots of smart conversations, and a theme that kept popping up across sessions, design is more about closing connection gaps than simply making things look good. Our team came away genuinely inspired. So many moments were useful, from designers leading in an AI-shaped world, to bridging the physical and digital for brands, to how communities create momentum and compounding value.”

— Renoir

“NZ Design Week reminded us how powerful connection, craft, and conversation can be.”

— Ambitec

SOCIAL PROOF

“The topic, format and people for the panel discussion was successful from my perspective. Adjusting to the crowd size for NZDW was a step up for me (I've only ever spoken in front of 100-150 max), but I was grateful for the opportunity to grow my own skillset through NZDW in this way. On the floor afterwards I received plenty more audience questions informally, and received good feedback on the panel discussion feeling authentic, grounded, and complimentary to the other speakers on the day.”

— Ethan Reid - LandLAB

“My experience as a speaker was amazing. This was my first time attending and speaking at the event. I really enjoyed how the sessions loosely linked to each other, but enough that people could make connections. The audience was very engaged and asked interesting questions. I met so many great people and learned from the other speakers. My only regret is that I didn't plan to stay for the entire day!”

— Dr Dani Chesson – Design Thinker Institute

“NZDW is an exciting event that is critical for the growth and health of our country's design scene. The range of events and speakers means there's something for everyone and we'll be back next year!”

— Alexander Wastney – Designwell

“I left feeling incredibly inspired and grateful for the new industry connections made throughout the day. It's always refreshing to step outside the day-to-day and hear different perspectives, ideas, and experiences from others in the design community.”

— Pippa Lewis

“NZ Design Week was exceptionally organised and you could see the professionalism of the team in how the event was run... Jen Jones is energetic and ambitious and she's the right person to lead this. Loved it!”

— Anonymous



NZDW 2027

DETAILS

RESTORE + REIMAGINE

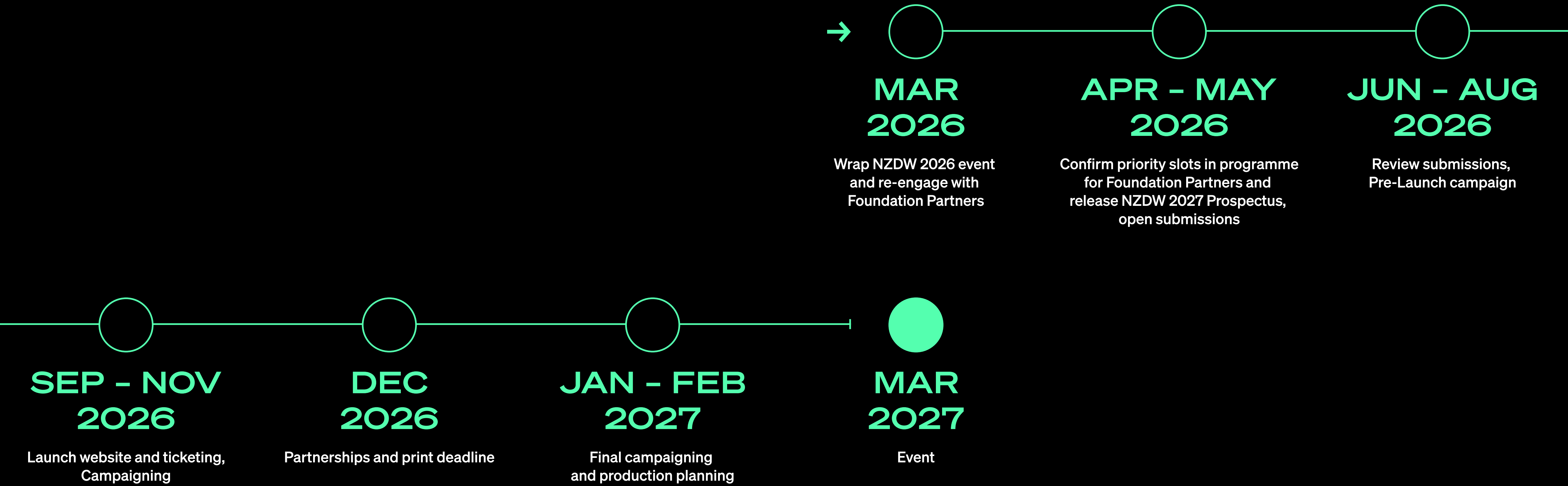
Next year, we explore how design can repair, renew, and reimagine the systems that shape our world.

At a time when environmental, social, and economic pressures demand new ways of thinking, design has the power to move beyond extraction and excess toward restoration and regeneration. From adaptive reuse and circular materials to indigenous knowledge and future-focused technologies, designers are rethinking how we work with what already exists.

NZDW 2027 invites everyone - from creatives to the creatively curious - to explore how design can restore what has been overlooked, reimagine what is possible, and help shape more resilient futures for people, communities, and planet.



TIMELINE



PROGRAMME OUTLINE

MON MAR.01	Partner Events and/or Regional Tour(s)
TUE MAR.02	
WED MAR.03	
THU MAR.04	
FRI MAR.05	Home Tour
SAT MAR.06	Shed 10 Pack-in, Party [TBC]
SUN MAR.07	Shed 10: Ladies Lunch & Fashion Show [TBC]
MON MAR.08	Design Conference Day 01 – Local Innovation & Regional Excellence
TUE MAR.09	Design Conference Day 02 – Headline by Renowned International Visionaries + Evening Soiree (pack-out from 8pm-2am)

OPPORTUNITIES

PARTNER EVENTS

Partner Events are hosted independently by showrooms, studios, and brand spaces across Tāmaki Makaurau during New Zealand Design Week. This category allows brands to activate their own spaces and connect directly with the design community.

The Partnership Model

Hosts are responsible for their own event delivery costs and pay a Marketing & Handling Fee to NZDW for inclusion in the official programme. Please note that this fee covers promotional support and registration management; it is not a production fee.

Event Curation & Production Support

For partners requiring extra hands-on help, we offer full end-to-end event curation and production services. We can provide quotes that either include or exclude delivery costs based on your requirements.

Please Note: We have limited resources for full-scale production and are already committed to delivering 4–6 partner events. If you require this level of support, we encourage you to enquire as early as possible to ensure availability.

Attendance & Ticketing

- **Free Events:** To ensure accessibility, Partner Events are expected to be free for attendees, with all registrations managed via the NZDW website.
- **Paid Events:** Ticketed events are typically NZDW-owned in partnership with a sponsor. However, we are open to suggestions for paid partner events and will consider these on a case-by-case basis.

Package Inclusions

- **Marketing & Digital:**
 - 3x Social media posts or inclusions (curated by NZDW).
 - 3x EDM inclusions in our official newsletters.
 - 1x Blog inclusion on the NZDW website.
 - Full web listing setup and ongoing management.
 - Dedicated ad space in our print media.
- **Operations & Signage:**
 - Coordination of Risk and H&S documentation.
 - Official NZDW event signage and promotional material.
- **Content:**
 - 1 hour of professional event photography to capture your activation. Full imagery delivered post-event.

PARTNER EVENTS

Investment

TIMESLOT	MON MAR.01	TUE MAR.02	WED MAR.03*	THU MAR.04*	FRI MAR.05*	SAT MAR.06*	SUN MAR.06
Breakfast (7:30 – 9:30am)	SOLD	SOLD	\$4799.00	\$4799.00	\$4799.00	\$4799.00	\$4799.00
Mid-morning (10am – Middy)	\$3299.00	\$3299.00	\$3299.00	\$3299.00	\$3299.00	SOLD	\$3299.00
Lunch (12:30 – 2:30pm)	\$4799.00	\$4799.00	\$4799.00	\$4799.00	\$4799.00	SOLD	SOLD
Mid-afternoon (3 – 5pm)	\$3299.00	\$3299.00	SOLD	\$3299.00	\$3299.00	SOLD	\$3299.00
Evening (6 – 8pm)	\$5699.00	SOLD	SOLD	\$5699.00	\$5699.00	SOLD	SOLD

**We reserve the right to remove slots on these days to allow for Regional Tours, Full-Day workshops, Home tours and other similar events.
Prices exclude GST*

SHED 10 RESIDENCY

From Saturday 6th March, the energy of NZDW 2027 shifts to the Auckland waterfront. We are reimagining our presence at the Port with a strategic residency at Shed 10- a high-octane destination designed for brand activations, interactive workshops, and the 'good vibes' that have become the hallmark of the NZDW experience.

This isn't a trade show; it's a living hub of design excellence. Whether you are showcasing a flagship product or hosting a curated brand activation, your presence at Shed 10 puts you at the heart of our most prestigious programming.

A New Sunday Experience

On Sunday 7th March, Shed 10 evolves into a premium hospitality and lifestyle hub. We are pivoting from a "public day" to a sophisticated, high-profile Sunday. The venue will host our relocated Ladies Lunch and an exclusive Evening Fashion Event, ensuring a high-quality, curated audience flows through the residency before we reset for our flagship Conference days.

Two Days, Two Visions

On Monday 8th and Tuesday 9th March, our flagship programming offers a clear distinction for our guests:

- **Day One:** A dedicated focus on local innovation and regional excellence.
- **Day Two:** Headlined by renowned international visionaries.

This structure provides transparent ticketing and ensures your brand is positioned alongside the industry's most influential voices.

Activation & Production Services

To maintain the premium aesthetic of the residency and ensure a seamless experience, NZDW offers a bespoke concept production service. We can design your brand activation and manage the build via our preferred partners. This minimises onsite contractors and ensures a streamlined delivery.

SHED 10 RESIDENCY

Residency Inclusions

Your investment covers the platform, the audience, and the essential infrastructure to shine:

- **Marketing & Visibility:**
 - 2x Dedicated social media posts.
 - 3x EDM inclusions.
 - Feature in the Shed 10 Map (Printed, Digital, and Social).
 - Ad space in NZDW print media.
 - Professional event photography of your space.
- **Onsite Infrastructure:**
 - Totem Wayfinder signage.
 - Dedicated spotlighting and power supply.
 - High-quality carpeted flooring.
 - Coordination of all Risk/H&S documentation.

Residency Inclusions

We offer two standard footprints, with custom sizing available for larger-scale activations.

SPACE SIZE	INVESTMENT
Standard Residency (3.5m x 3.5m)	\$5199.00
Premier Residency (3.5m x 7.0m)	\$8199.00
Custom Activation over 25sqm	\$4699.00 Base Fee + \$149/sqm

Prices exclude GST

Key Timings

Your investment covers the platform, the audience, and the essential infrastructure to shine:

- **Pack-In:**
Saturday 7 March, 7:00am – 5:00pm (dedicated slots per partner).
- **Pack-Out:**
Tuesday 9 March, 8:00pm – 2:00am (post-Soirée).

SPEAK AT NZDW

New Zealand Design Week 2027 is an evolution of our platform. For our upcoming residency at Shed 10, we are shifting our focus toward high-impact, curated content that moves beyond the traditional presentation format.

Our 2027 Programming Strategy

To provide a world-class experience for our attendees, we have structured our flagship days with clear distinction:

- **Monday 8 March | Local & Regional Excellence:**
Our core focus for local submissions. We are seeking the brightest minds in NZ to anchor a day of innovation and workflow.
- **Tuesday 9 March | International Visionaries:**
The Design Conference is headlined exclusively by global leaders. As such, we are not accepting general submissions for the Tuesday sessions.

Submission Requirements

To maintain the high calibre of our 2027 sessions, we have updated our criteria. We are only accepting:

- 1. Complete Panels:** Submissions must include a full panel of speakers from diverse companies / backgrounds. We do not accept individual applications to 'join' a panel.
- 2. Keynotes:** Individual speakers must demonstrate significant prior speaking experience at a professional level.

Content Guardrail: NZDW is a platform for shared knowledge, not a sales pitch. We will work closely with all speakers to ensure sessions focus on tips, tricks, workflow, and hard-won learnings rather than self-promotion or product catalogues.

SPEAK AT NZDW

Sponsorship & Naming Rights

We're offering a limited number of 'Naming Rights' sessions for brands looking to anchor the programme. These sessions receive enhanced marketing benefits and a slot in the schedule to suit their requirements. To ensure a balanced and authentic programme, not all sessions will be sponsored.

Session Investment

Sessions are grouped into three 'blocks' based on typical venue visitation.

TIMESLOTS	INVESTMENT
Early & Mid-Afternoon: 8:30am, 9:30am, 2:30pm, 3:30pm	\$2699.00
Core Mid-Day: 10:30am, 11:30am, 12:30pm, 13:30pm	\$3999.00
Prime Evening & Headline: 4:30pm, 5:30pm,	\$5199.00

Prices exclude GST

All sponsored sessions act as the 'anchor' for our daily themes, with the wider programme designed around these topics to create clear topic content blocks to maximise attendance for portions of the day.

How to Apply

To be considered for the Monday 8th March programme, please provide the following to Jen Jones jen@nzdesignweek.com.

- 1. Full Session Proposal:**
100 – 150 words outlining the key 'takeaway' for the audience.
- 2. Panel/Speaker Information:**
Names, companies, and titles for all participants.
- 3. Proof of Experience:**
Links to previous speaking engagements or video reels (required for Keynotes) or a list of prior experience as a minimum (event, year, audience size, testimonial from event host).
- 4. High-Res Headshots:**
1×1 ratio for web and print.

SPONSORSHIP

There are a number of ways to work with ADW to help achieve your business objectives, and we welcome the opportunity to discuss these with you – creating a tailored package to ensure success for your brand.

Here are some of the opportunities available:

- Naming rights for the Conference Day and/or sessions within it
- F&B support for the Conference Day and/or Evening Soiree
- Naming rights for our Design Lab(s) during our Design Days (where speaker sessions are hosted)
- Naming rights for our pop-up agile workspace, in high-demand by attendees juggling work commitments
- Naming rights across various exhibitor sections (grouped by discipline)
- Access to attendee databases including offers and incentives for product/service trials, booking test drives etc (list growing)

From dual Presenting Partner opportunities to Strategic Partnerships – there is something for everyone.

Investment starts at \$10,000+GST.

Please get in touch with Founder & Director Jen Jones jen@nzdesignweek.com to discuss this opportunity.

