

The 2026 edition became our biggest one yet. More visitors, more exhibitors and more experiences. From the new container trails and an expanded B2C program to a new expo program, guided walks and many new initiatives.

Together we once again pushed the boundaries of what Antwerp Design Week can be. The ambition that drives our team every single day is fuelled by your enthusiasm and commitment.

Thank you for helping us build an event where Belgian design receives the international recognition it deserves. There is no Antwerp Design Week without you.

Emmy & Geert-Jan



**They say a picture is
worth a thousand
words so imagine
what our aftermovie
can say.**

Watch it here.



what was new?



Containertrail



Magazine



Guided walks



Expo program



2 new infopoints



Unique locations

15k followers

107
brands

edition '3'

adw

8k
visitors

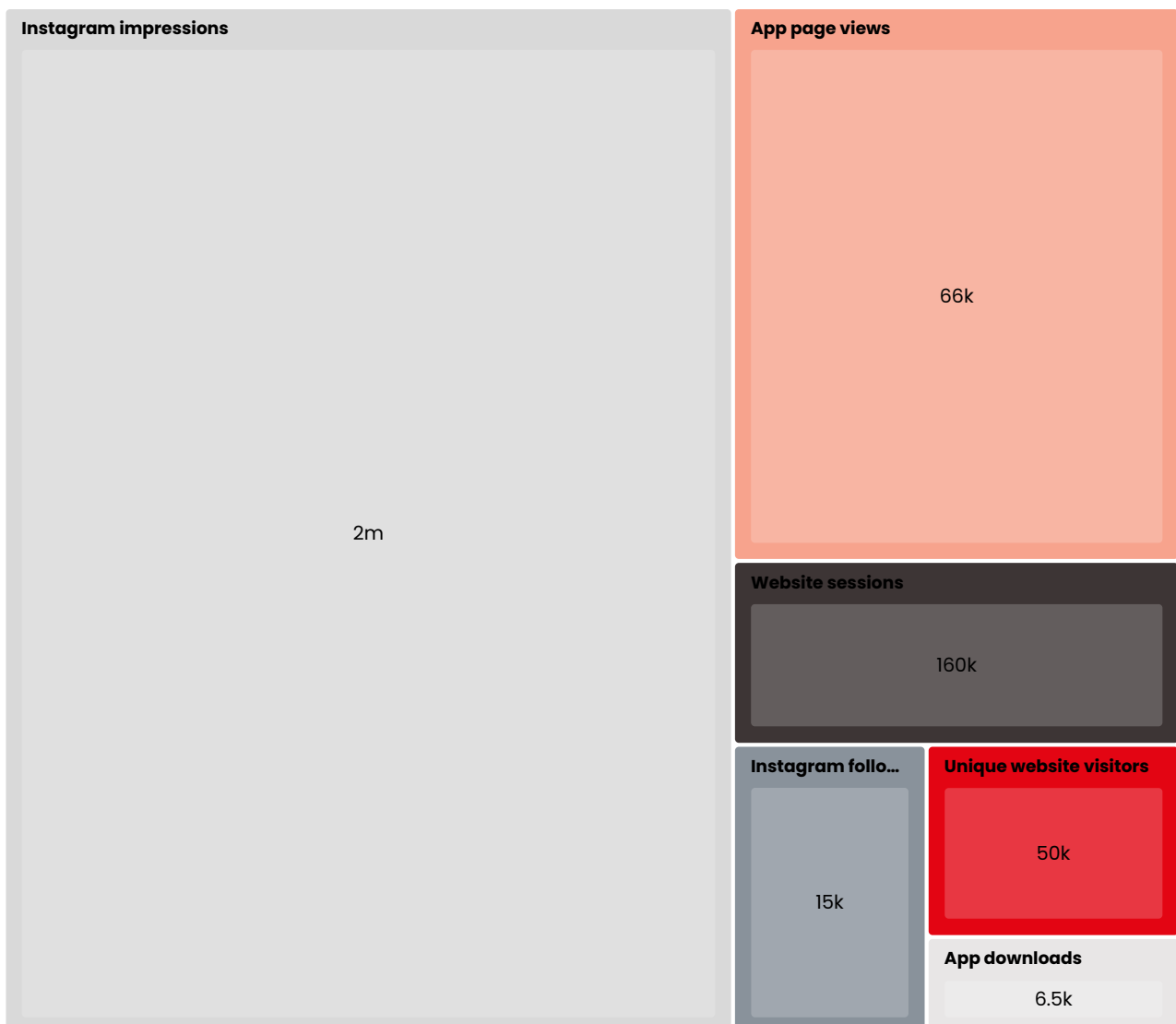
79
countries

150
events

digital

Antwerp Design Week generated strong visibility across all digital channels.

- Instagram delivered 2 million impressions during the campaign period.
- The website welcomed almost 160k visitors this year.
- The mobile app became an important planning and navigation tool during the event.



visitors

Registered visitors: 5k

Estimated total visitors: 8k
Countries represented: 79

67% national

33% international

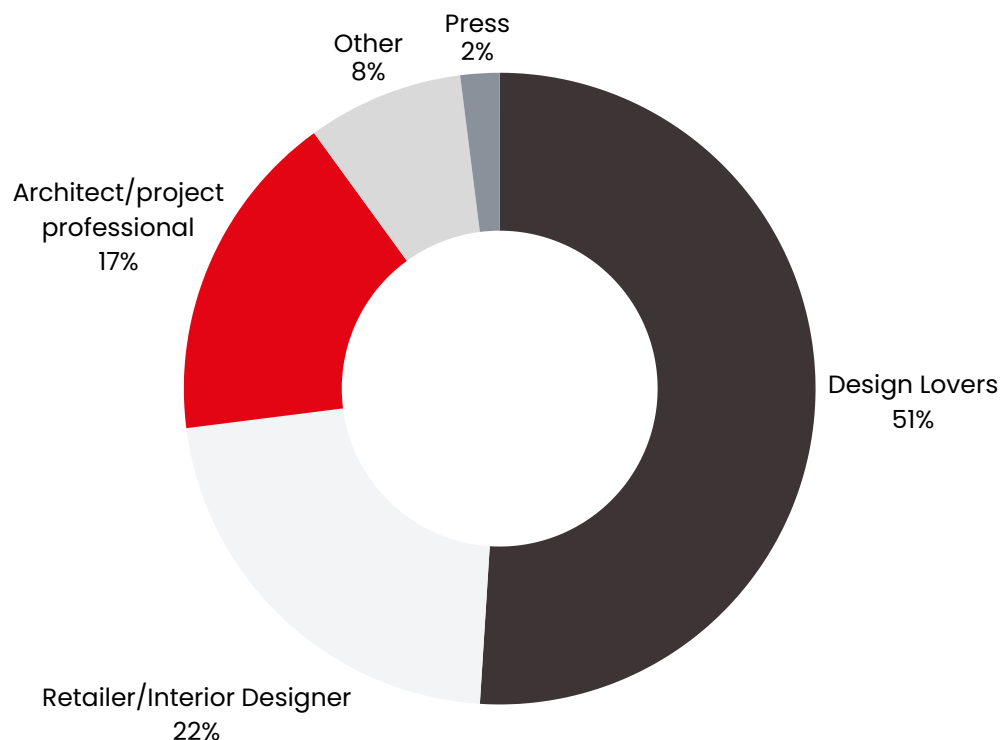
51% design lover

41% prof.

8% other

Top 10 countries

- | | |
|-------------------|------------------|
| 1 Belgium | 6 Spain |
| 2 The Netherlands | 7 Italy |
| 3 Germany | 8 United States |
| 4 France | 9 United Kingdom |
| 5 Luxembourg | 10 Portugal |



countries

Albania; Antarctica; Argentina; Australia; Austria; Bangladesh; Belgium; Bosnia and Herzegovina; Brazil; Bulgaria; Canada; Chile; China; Colombia; Costa Rica; Cote D'Ivoire; Croatia; Cyprus; Czech Republic; Denmark; Ecuador; Estonia; France; French Southern Territories; Georgia; Germany; Ghana; Greece; Guatemala; Honduras; Hong Kong; Hungary; India; Indonesia; Ireland; Israel; Italy; Japan; Korea, Republic of; Latvia; Lesotho; Lithuania; Luxembourg; Malaysia; Malta; Mexico; Morocco; Netherlands Antilles; New Zealand; Nigeria; Norway; Pakistan; Peru; Philippines; Poland; Portugal; Puerto Rico; Romania; Russian Federation; Saudi Arabia; Serbia and Montenegro; Singapore; Slovakia; Slovenia; South Africa; Spain; Sweden; Switzerland; Taiwan, Province of China; Thailand; The Netherlands; Turkey; Ukraine; United Arab Emirates; United Kingdom; United States; Uruguay; Venezuela; Viet Nam.

ratings

	DESIGN LOVERS	PROFESSIONALS
Rate your day		
Use of tools		
Convenience navigation		
Your design surprise		
City of Antwerp		
See you next year?		

exhibitors

Total exhibitors: 107

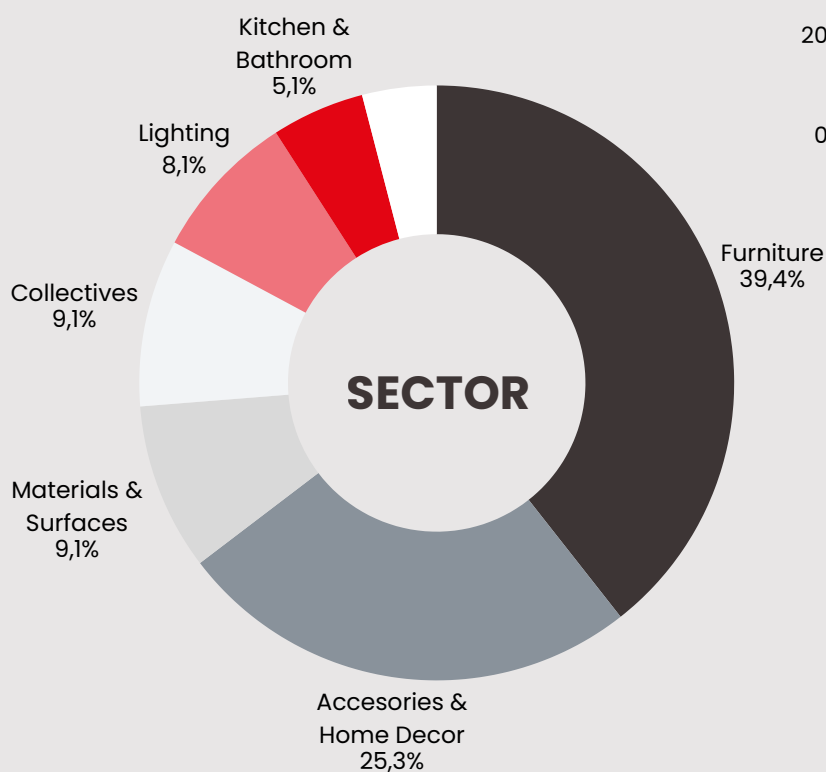
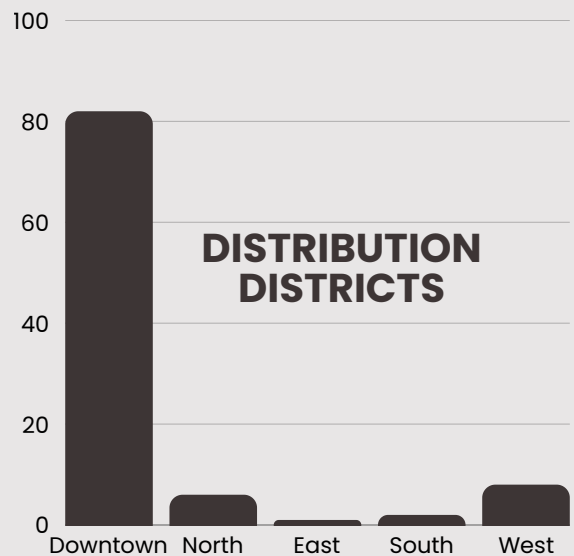
75% national

25% international

79% B2B

16% B2C

5% expo



3.9/5

**overall
experience**

Overall satisfaction is high. Most exhibitors look back positively on their participation.

3.6/5

**relevance
visitors**

The quality of visitors is rated higher than the quantity. Exhibitors felt they reached the right audience.

3.2/5

number visitors

This remains one of the biggest areas for improvement. Especially visitor numbers outside Downtown and on Wednesday were expected to be higher

4/5

**pre-event
communication**

Communication leading up to the event is generally well appreciated, although exhibitors would like information to be shared earlier online.

3.9/5

**Finding info as
exhibitor**

Most exhibitors were able to find the information they needed, but there is room to improve the structure of the website.

3.8/5

Clarity concept

The overall concept is well understood, although visitors were not always aware of the registration and QR scanning process.

3.8/5

Scan platform

The platform itself is appreciated, but the practical use of asking visitors to present their QR code can feel awkward.

4.3/5

ADW team

Support and accessibility of the ADW team was rated strong.

4.4/5

**Own contribution
to event**

Most exhibitors feel they actively contributed to making the event successful.

3.3/5

**Value Get
Togethers**

Generally appreciated, although several exhibitors suggested making these gatherings more practical.

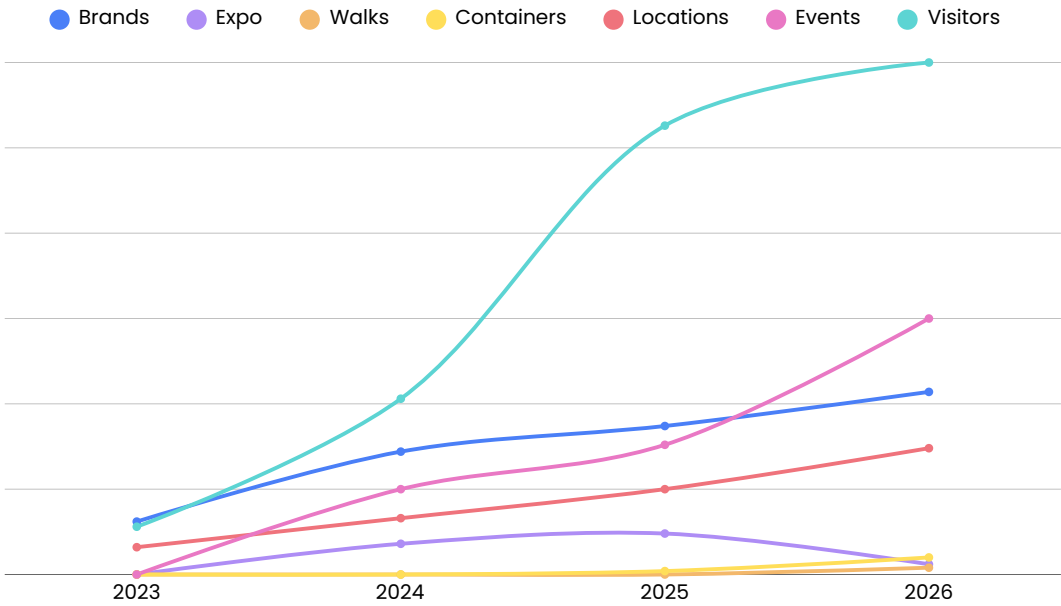
4/5

See you in 2027?

The vast majority of exhibitors would like to return for the next edition. Only a few remain uncertain or do not intend to participate again.

growth

Year	Brands	Expo	Walks	Containers	Locations	Events	Visitors
2023 (edition 'zero')	31	0	0	0	16	0	ca. 750 (100% prof.)
2024	72	0	0	0	33	50	ca. 2.750 (100% prof.)
2025	87	0	0	2	50	76	ca. 7.000 (43% prof., 57% DL)
2026	107	6	4	10	74	150	ca. 8000 (41% prof., 51% DL, 8%other)



see
you
next
year?

