European Design Report
The European Design Industry in Facts and Figures

BEDA
Contents

Preface
  Dr. Martin Bartenstein  page 1  Ireland  page 17
  Franz Morak  page 2  Italy  page 18
  Massimo Pitis  page 3  Latvia  page 19

Austria  page 5  Lithuania  page 20
Belgium  page 6  Luxembourg  page 21
Croatia  page 7  Netherlands  page 22
Czech Republic  page 8  Norway  page 23
Denmark  page 9  Poland  page 24
Estonia  page 10  Portugal  page 25
Finland  page 11  Slovakia  page 26
France  page 12  Slovenia  page 27
Germany  page 13  Spain  page 28
Greece  page 14  Sweden  page 29
Hungary  page 15  Switzerland  page 30
Iceland  page 16  United Kingdom  page 31
Preface

Small- and medium-sized enterprises (SMEs) are the backbone of both the European and the Austrian economies. These companies provide jobs for about two thirds of employees and produce a major share in added value.

Intensified growth and higher employment rates contribute to the strength of our economy. However, they also secure the appeal of an economic area and improve its competitive advantage.

The large majority of design firms form part of the SME sector. Design is one of the traditional fields of activity dominated by entrepreneurship and self-employment within a rapidly growing service industry. Having long been underestimated, design both provides economic impulses and creates identities for all the EU member states.

As the Minister for Economy and Labour of the Republic of Austria I welcome the initiative of the Bureau of European Design Associations (BEDA) and its Austrian member association Design Austria to present the European Design Report during Austria’s presidency of the Council. It is the first summary on design as an economic factor in Europe.

Dr. Martin Bartenstein
Federal Minister for Economy and Labour
of the Republic of Austria
Preface

Without the creative design of products, which is what really makes them unmistakable and accounts for their image, business would not flourish and prosper. Design as part of the creative industries has become an important competitive factor – numerous Austrian enterprises and their success stories are cases in point: Wolford, Wittmann, or Riedl, to name but a few. The creative industries are highly significant parameters for the competitive edge of a country and its quality as a business location. The creative industries are primarily about turning the meaning and added value of creative services into something that business can utilise and see, and about creating a link between culture and creativity on the one hand, and business on the other.

I should like to thank the Bureau of European Design Associations for their initiative and commitment. The European Design Report gives us an interesting overview and information on the European Design scene. I hope it is going to contribute in drawing ever more attention to design as an inalienable part of the creative industries.

Franz Morak
State Secretary for the Arts and Media
of the Republic of Austria
Editorial

It is with pleasure that we present this first European Design Report of national facts and figures from 27 European countries. A total of 410,000 designers in Europe today generate an annual turnover of 35 billion euros. This represents 5.4% of the added value of the EU Business Service Sector in 2002. The Netherlands has a highly-developed service sector where 46,000 designers generate an added value of 2.6 billion euros, on a par with the petroleum industry and the air transport industry (0.7% of the Dutch GDP).

Design is not just a question of »styling«, but involves ease of production and service, standardisation, a user-friendly interface, safety, ecological responsibility, corporate strategy, market appeal, identity, and branding. Design is also a methodical process to create »human experiences« with products and organisations. The largest sector in the design industry is graphic design/communication design (56%), followed by industrial design/product/fashion design and interior design/spatial design.

The design industry provides business services which are of strategic importance for the competitiveness of the European economy and industry. Therefore, design must be seen as an integral part of »non-technological innovation«. Several national studies show the relation between strong business performance and design-driven innovation, to be a fact today. This recognises the design industry as an indispensable knowledge-intensive business service (KIBS) provider.

We would like to thank the Austrian initiative and support, headed by Dr. Martin Bartenstein, Minister for Economy and Labour, and Franz Morak, State Secretary for the Arts and Media, for making this publication possible. We would like to thank our board members Bo Englund and Severin Filek for the compilation of this report and for their tireless efforts to gain recognition for the design profession in Europe and for design as an economic factor.

Massimo Pitis
BEDA President
Facts & Figures have been compiled from national studies, surveys and polls conducted by official institutions and private interest organisations.

Measuring design as an industry and identifying design in official statistics is problematic.

Thus, we welcome the new NACE Code 74.10 »Specialized Design Activities« which will allow more accurate measures, comparisons and benchmarking.
Austria

The average net turnover per designer comes up to about 167,000 euros a year.

One euro of turnover realized by a design studio results in 4.4 euros of subsequent investment.

More than two thirds of all designers work in an interdisciplinary setting, 54 % focus on graphic design and 31 % on product design.

Approximately 9,500 designers work in Austria with an annual turnover of 1.56 billion euros.

About 57 % of all designers are self-employed without holding an official business licence, while 40 % do hold such a licence (3 % did not supply any information).

44 % of all designers work for international clients; the rate of annual turnover amounts to 14 %.

Total turnover realized from business with international clients amounts to 3.4 million euros yearly.

47 % of all designers have one or several employees.

The large majority of designers, i.e. about 60 %, see themselves as freelancers, followed by those regarding themselves as entrepreneurs or artists.

Source
«Design in Austria – facts and figures», edited by Design Austria, 2003
Belgium

16 % (approx. 67,000) of the Belgian companies consider design as an important activity.

29 % of these belong to the building industry.

200,000 jobs in Belgian companies are related to design.

1 out of 3 traders, i.e. approximately 1,700 (retail business), are not only active in selling, but also in designing their products.

18 % of Flemish companies, which comes up to approximately 80,000, are related to design.

1 out of 2 design companies works in the field of graphic design.

38 % focus on product design and 30 % on interior design.

About 82 % of the designers working in design companies are self-employed.

About 25 % of all designers earn between 100,000 and 250,000 euros yearly. Approximately the same percentage earns less than 100,000 euros, but another 25 % earn more than 1,000,000 euros.

Source
»Design in figures«, by Compagnie CV, 2006 and estimation of Design Flanders.
Croatia

There are approximately 350 designers working in Croatia.

The average yearly income of Croatian designers is 9,500 euros.

Croatian graphic designers have a higher income, around 15,000 euros per annum.

76.7% of industrial designers also work as graphic designers.

Around 85% of all Croatian design companies employ less than 4 persons.

Approximately 90% of all designers are under 35 years old.

The ratio of men to women is nearly balanced in the Croatian design sector.

There is 1 Faculty of Design and 1 Department of Visual Communications in Croatia.

Around 28 students graduate per year.

Source

Estimation by the Croatian Design Centre (HDC), 2006.
There are more than 3,200 registered designers in the Czech Republic, and an additional 15% non-registered.

The ratio of graphic designers to product designers (interior, product, glass, ceramics, textile, jewellery, exhibition) is nearly about 1:1.

Around 5% of product designers are employed in foreign companies within the Czech Republic.

Design is taught in 10 departments on university level and in some 30 specialized (vocational) schools on secondary level.

Source
Estimation by the Czech Design Centre (DC), 2006
Denmark

There was a significant increase in the number of design firms, from 5,458 in 2000 to 6,232 in 2003. Entrepreneurship is high, with a start-up rate relative to the number of incumbent firms of 10.8% in 2000, compared to the national average of 4.8%.


The rate of Danish companies using design rose from 27% in 1997 to 36% in 2003.

Turnover increased from 362.4 million euros in 1992 to 591.4 million euros in 2001. Similarly, exports increased from 5.5 million euros in 1992 to 75.1 million euros in 2001.

Most firms are very small, with one-man firms prevailing; although most firms claim to lack size and commercial competence, horizontal networking is very rare.

The most important field of activity is graphic design: 32% of Danish design firms state this as their primary activity,

26% industrial design,

13% fashion and textile design,

11% interior design, and

8% furniture design.

Denmark was one of the first European countries to formulate a targeted policy for the design industry.

Source

Estonia

Approximately 630 persons work in the field of design. Only 10% of those are employed designers.

There are approximately 30 companies in Estonia that are related to design.

48% of all designers in Estonia are interior designers, 40% focus on graphic design, and around 12% focus on industrial design.

Half of the industrial designers work in the field of product design, 31% focus on glass and ceramics, and 19% on textile design.

The average net turnover per designer comes up to about 102,000 euros a year.

In Estonia there are two vocational design-related schools, and there is one Academy for Design, with about 10 graduates a year.

Source

Estimation by the Estonian Design Association (EDL), 2002.
Finland

In 2002, based on available official statistics, there were 1,437 architectural offices and 796 design consultancies in Finland.

Finnish design consultancies are small, with average revenues in industrial design of 90,800 euros and in architecture of 158,000 euros.

In 2002 the Finnish design industry employed 865 designers and 3,624 architects.

According to the Finnish National Board of Patent Registrations, 125 firms defined graphic design as their core business in 2004. The Association of Professional Graphic Designers in Finland has about 800 members.

The Finnish Government has estimated the current overall demand for designers to be 1,904. The Government expects this demand to grow to 2,500 professional designers, all of them graduates from university and polytechnic schools, by the year 2010.

The »Design 2005! – Industrial Design Technology Programme« was launched in 2002 with the intention of making industrial design an important part of international competitiveness.

Only 3.3 % of Finland's 452 municipalities have more than ten architectural offices, and only 1.1 % of municipalities are home to more than 10 design consultancies.

One of the aims of the Finnish Government's Design 2005 Programme has been to create three strong regions focusing on design in Finland: Helsinki, Lahti, and Rovaniemi.

Source
France

There are between 11,000 to 13,000 designers (except fashion and web designers), 60 % of them working in the Paris area.

There are around 20,000 to 25,000 people involved in design.

Total turnover amounts to 2.2 to 3 billion euros.

There are around 4,500 to 4,750 units/agencies.

57 % of those agencies were established less than 10 years ago and mostly in the provinces (older companies being in the Paris area).

The number of clients has increased by 14 % between 2000 and 2001 and primarily in the following sectors: environment, multimedia, sound design, and textiles.

More than 50 % of the design companies have overseas customers.

60 % of design agencies are active in product design.

There are 3.3 times more companies than in the packaging design industry, but the product design industry employs only 12 % of the total design workforce. Only 9 % of design agencies specialize in packaging design, but turnover accounts for 35 % of the total design turnover, and they employ 29 % of the total staff.

55 % of the staff are younger than 30.

40 % of the managers have been educated in design schools, 20 %, in art schools.

52 % of the companies have patent protection, mostly in the product design area (anti-piracy, copyright).

Source
Agence pour la promotion de la création industrielle (APCI) extracts and Ministère de l'économie des finances et de l'industrie, 2002.
Germany

In 2003 there existed some 26,000 self-employed designers and design companies.

Industrial Design comprises some 2,600 design studios with a turnover of 437 million euros.

Studios for fashion, textile, and photographic design (according to NACE code No. 74.87.4), including some 11,300 firms, produced a turnover worth 1.4 billion euros.

Interior design offices (i.e., a 10% share of No. 74.20.1), including nearly 3,200 units, achieved a turnover potential of more than 600 million euros.

About half of the studios active in the advertising industry may be assigned to the field of graphic design (i.e., a 50% share of No. 74.40.1). In 2003 these were 9,500 studios with a turnover of 4.5 billion euros.

In 2003 the total turnover of studios active in the four design disciplines amounted to 6.95 billion euros, financing jobs for a workforce of nearly 80,000.

This workforce is made up of about 27,000 self-employed studio owners and about 53,000 employees within the legal social security system.

The design industry is mostly made up of small-sized enterprises; the average annual turnover amounted to 261,000 euros.

There is an average workforce of 3 persons per studio.

Some further 50,000 employees work as designers in other industries.

Source
Greece

In Greece there are approximately 8,500 professional designers.

More than 30% of designers are working in advertising agencies.

The total number includes around 300 design offices of various sizes and more than 1,500 self-employed designers.

The annual turnover of the graphic arts sector is around 10.5 million euros (design included).

There are 25 design schools of different levels of education.

In Greece there is one designers' association (GGDA) with around 850 members.

Source

Estimation by the Greek Graphic Designers Association (GGDA), 2006
In Hungary there are some 2,500 professional designers. The majority are graphic designers: 26% followed by 25% textile and fashion designers, 20% interior and 12% product designers. Another 12% work in the field of glass and ceramics and 5% in metal.

There are about 400 students enrolled in 4 national design-related academies and universities.

Source
Iceland

In 2003 there were only 18 design firms; compared to 1998, this number increased by 3.

In the same period, an increase in income has been noticed from 0.1 % of the national gross income in 1998 to 1.4 % in 2004.

The average income of design firms has increased from 30,000 euros in 1998 to 80,000 euros in 2003.

Icelandic design firms are very small, most of them with only one employee. Only one firm had more than 10 employees in 2003.

Trade organisations (including architects) have 659 individual members.

The number of design students studying in Iceland has increased by 39 % at the university level during the years 2000–2003. In the same period, the number of students studying design abroad has increased by 60.9 %.

Source

Ireland

In Ireland about 8,000 people work in the design sector (grown by 30% in the last 7 years).

There are approximately 450 design consultancies, employing around 5,500 people.

Furthermore, at least 470 manufacturing companies have in-house design capabilities. These companies employ design staff in the region of 2,100–2,500.

The average wage for designers in Ireland is approximately 35,000 to 40,000 euros per annum, growing with more experience up to 55,000 euros.

The total value of the design sector is around 600 million euros.

The export rate is approximately 20%, with little growth due to the high demand in the Irish economy.

There are 18 educational establishments in Ireland, providing 47 design courses: 10 are classified as certificate courses, 15 are diploma courses, 16 are degree courses, and 6 are post-graduate or master courses.

The design courses have a combined intake of approximately 1,380 students per annum. Around 1,000 students enter the job market each year.

Source
«Opportunities in Design. Strategies for Growth in the Irish Design Sector», by Enterprise Ireland, 1999 and recent estimation by Enterprise Ireland.
Italy

There are around 14,800 designers in Italy, including architects with a focus on industrial, graphic, or interior design.

5,000 companies are specialized in product design.

The yearly income of an Italian designer is approximately 60,000 euros.

The total value of the design sector is around 900 million euros.

There are 20 design universities and a number of private schools, postgraduate academies, etc. with approximately 8,000 design students (around 50 % in universities).

21 % are foreign students. Around 750 students graduate every year, 55 % of those engage immediately in professional activities.

The total business of design related companies (products, services, etc.) is more than 3.5 % of the «gross national product» PIL (PPA), which is 52 billion euros.

The forecast of this percentage for the year 2010 is 250 % higher.

About 700 foreign designers are based in Italy, mainly in the Milan area.

Source
Estimation by Associazione per il Disegno Industriale (ADI) – Center for Studies, 2004.
Latvia

Around 480 designers are active in Latvia, 300 of whom work in the graphic design business.

Source
«Design for Latvia» by Per Mollerup, Designlab.
Lithuania

The majority of Lithuanian designers work in the field of graphic design – around 250 people.

Approximately 150 designers have their focus on industrial design.

Source

Estimation by the Lithuanian Design Association (LGDA).
Luxembourg

In Luxembourg there work approximately 900 designers – about 50% of them are academically qualified.

About 2/3 of all designers work predominantly in the field of graphic design.

The rate of self-employed designers is about 50%.

Luxembourg’s 13 advertising agencies employ 90 graphic designers (around 6.9 per agency).

Designers in Luxembourg generate in average 36 million euros per year.

18% of their annual turnover comes from abroad.

Source
Netherlands

46,000 designers are active in the Netherlands:
27,400 graphic/visual communication designers,
13,800 product designers, and
4,800 interior/spatial designers.

72% of Dutch designers work in the commercial sector,
20% in the industry, and
7% in the non-profit sector.

The Dutch design industry produces
2.6 billion euros of economic added value, which amounts to
0.7% of the total value of the Dutch economy.

Source
«Design in the creative economy – a summary», by Premsela Foundation,
2005.
Norway

Design is an urban activity mainly located in the area around the capital.

In 2003 there were a total of 2,100 firms in the Norwegian design industry. Out of these there were 1,173 architectural firms, 188 studios active in the field of interior architecture and decoration, and 741 design firms. 200 firms are estimated to be industrial design firms, some are classified in the technical consultancy group, and some in the design group.

In 2003 the design industry had a turnover of 350 million euros.

The design industry is dominated by small to medium-sized firms. 99% of firms employ less than five persons (2002).

Many design firms were founded only very recently. 48% of design industry firms are located in the region around Oslo.

Between 1993 and 2003 the total number of graduated design students doubled.

Firms that invest in design are more internationally orientated than firms that do not invest in design.

In basic training there is a dominance of female students. In academic training there is a majority of male students.

Source
Poland

In Poland there work approximately 5,000 to 7,000 designers. About 90% work as freelancers or are employed in design companies. Only around 10% are employed as in-house designers.

Around 300 people of those work in the field of industrial design. There are about 10 design companies employing an average of 5 to 10 people. Most of the industrial designers work as freelancers.

The average yearly income of Polish designers is approximately 9,500 euros.

There are 13 schools in Poland which focus on design: 7 state academies of fine art, 2 technical universities, and 4 private schools with a BA degree.

There are about 440 master and 320 bachelor graduates yearly.

Source

Estimation by the Association of Industrial Designers in Poland (SPFP), 2006.
Portugal

There are around 6,000 designers registered in Portugal (the actual number is much higher) and approximately 600 design offices.

65% of all designers graduated,
28% post-graduated, and
7% are without any qualified education.

The ratio male to female designers is 51:49.

56.8% of all designers are younger than 31, only 3.9% are older than 50.

55% of all designers graduated in graphic/communication design,
23% in industrial/product design, and the rest in other areas (fashion, interior design, etc.)

32% of all designers have more than 10 years of professional experience,
31.3% more than 5 years, and
36.7% less than 5 years of professional experience.

40.5% have an hourly rate of less than 25 euros,
30.7% between 25 and 40 euros, and
18.8% between 40 and 45 euros.

61% of all designers include expenses for design protection in their budgets.

Every year around 1,100 persons graduate in design-related studies from 25 design schools (public and private).

Source
Slovakia

There are some
800 to 1,000 graphic designers; about half of them work in
70 to 80 graphic design studios, and
350 industrial designers. Another
1,000 are craftsmen producing design in traditional
techniques.

About
10 students graduate from the Academy of Fine Arts and
Design every year (it is the only academy specialized in
graphic design).

About another
50 industrial design students graduate from the
3 technical universities.
25 % of those leave the country to work abroad (Czech
Republic and other EU countries).

5 % of designers work for foreign companies.

There are approximately
10 design consultancies and studios working for different
clients, plus more than
120 interior design studios.

35 % of designers are employed (working in industrial
design professions).

65 % of designers work in related professions
(graphic designers, managers, teachers, etc.).

25 % of designers are women.

70 % of designers are under 40.

Source
Estimation by the Slovak Design Centre and the Centre for Folk Art
Production, 2006.
In Slovenia there are around 300 people working in the design sector as freelancers.

There are 101 companies, firms, studios, and agencies in Slovenia that have indicated design as their main business activity.

170 designers have graduated from the Department for Design at the Academy of Fine Arts since its foundation in 1997; those are recognized officially as designers.

There are 2 universities and several secondary schools for design in Slovenia.

Source

BIO archives and estimation by the Information and Documentation Centre (IDCO) at the Chamber of Commerce and Industry, 2006.
Spain has some 4,240 design enterprises representing around 20,000 professional designers (not included employed or in-house designers).

An average of 4 to 5 designers work per studio/design enterprise.

The largest section is interior design with 32.4 %, followed by 30.3 % graphic design, 16.2 % interdisciplinary studios, and 12.2 % work in the field of product design.

The whole design sector yields 817 million euros.

Of the total turnover less than 6 million euros are exported design services.

There are 10 publicly financed design centres and around 200 universities and design schools in Spain.

Source
Sweden

In 2002, there were a total of 11,199 firms in the Swedish design industry. Out of these there were 5,631 graphic design firms, 2,740 architectural firms, and 2,828 design firms.

In the period 1993–2002 the total number of firms in the design industry rose by 272%.

In 2003 the design industry had a turnover of 838 million euros.

The design industry is dominated by small to medium-sized firms. The vast majority of firms involve less than 4 people and have been founded only very recently.

78% of design firms are located in the regions around Stockholm, Göteborg, and Malmö. Slightly over 50% of all firms are located in the Stockholm region.

There has been a rapid expansion of design in third-level institutions: between 1993 and 2003 the total number of full-time students rose by 330%.

Source
Switzerland

There are 4,100 design studios in Switzerland (with an average number of 3 employees per studio); a total workforce of 12,000 are responsible for a total turnover of 1.7 billion euros.

Industrial design (NOGA 74.20D – 10%): The official statistics register some 300 companies with a workforce of 1,300, producing a turnover of about 260 million euros.

The average number of 4.5 employees per design studio is comparatively high in the face of the general situation of the design sector.

Fashion, textile, photographic design, etc. (NOGA 74.87B): There are almost 2,000 companies with a workforce of more than 5,100. The turnover of 460 million euros is produced in offices which, in terms of workforce, are significantly smaller than those in the industrial design sector.

Interior design (NOGA 74.20B): There are some 500 companies with a workforce of 1,250. Turnover amounts to 170 million euros.

The graphic design sector is seen as part of the advertising industry (74.40A – 50%): A turnover of 875 million euros is achieved by a workforce of about 4,600. The number of companies amounts to more than 1,300.

The average turnover in the design industry amounts to 425,000 euros per company, and the average turnover produced per employee comes up to 140,000 euros.

Source
United Kingdom

185,500 designers generated 16.7 billion euros in annual turnover during 2004–2005, with 77% of design businesses turning over less than 144,000 euros per annum and only 1% having a turnover or budgets in excess of 2.88 million euros per annum.

There are 12,450 design consultancies and 47,400 freelance and self-employed designers.

61% of designers are men.

Ethnic minorities account for only 6% of designers in the UK.

62% of designers are under 40.

A quarter of consultancies have traded for less than 3 years.

59% of design consultancies employ fewer than 5 people.

Source
Publishers's Information

Edited by
Design Austria, DA,
www.designaustria.at
in cooperation with
Bureau of European Design Associations, BEDA,
www.beda.org

Project Team
Bo Englund, Severin Filek, Sibel Sermet

Design & Layout
Zeitmass, Vienna

Print & Production
Gugler cross media, Melk

Paper
tom&otto, 115 g/m², white
supplied by Map Austria
cover: Emotion, 240 g/m², matt
supplied by LakePaper

Copyright
Design Austria & BEDA, 2006
„Eine geschmackvolle Kombination, Tom.“

„Es geht doch nichts über schnell durchlaufend, preisgünstig, holzfrei und gestrichen, Otto.“

tom&otto®
eine leidenschaft: papier

www.tomandotto.com

map
Map Austria GmbH
www.mapaustria.at
with the support of:

designaustria  
BUNDESKANZLERAMT KUNST  
BUNDESMINISTERIUM FÜR WIRTSCHAFT UND ARBEIT