

Press information

Vitra Design Museum Launches New Masterclass Programme on the Vitra Campus in July 2026

The Vitra Design Museum is expanding its programme to include international Masterclasses, which will take place annually on the Vitra Campus from July 2026 onwards. Over the course of several days, participants will work closely with leading figures from the fields of design and architecture. The programme combines intensive exchange with experts from Vitra and the Vitra Design Museum with culinary and experiential elements. The first two Masterclasses will be led by Belgian star landscape architect Bas Smets and by the design team of the Spanish cult brand Camper. Professionals and design enthusiasts with relevant prior experience are invited to apply. Registration is now open.

Over the past 30 years, the Vitra Campus, with buildings by architects such as Frank Gehry, Zaha Hadid, Tadao Ando, Herzog & de Meuron, Álvaro Siza, SANAA, Marina Tabassum, and Balkrishna Doshi, has developed into an international destination for design and architecture. With the launch of the Masterclasses in 2026, the Campus will host multi-day educational formats for the first time.

The first Masterclass, titled »The Process is the Design«, will take place from 6 – 11 July 2026 and will be led by Eliska Horcikova, Marion de Raucourt, and Rafel Mateu Segui from Camper’s design team. The programme focuses on craft and design techniques as well as innovative brand management and design strategy. Drawing on Camper’s expertise, participants will explore how design can operate both experimentally and strategically, becoming a key factor in long-term success.

The second Masterclass, »Prototyping the World«, will take place from 20 – 25 July 2026 and led by Bas Smets together with Philippa Lankers. Smets is internationally recognised for his work in landscape architecture and climate-responsive spatial design. His major projects include the re-design of the public spaces surrounding Notre-Dame Cathedral in Paris as well as the landscape development of the Vitra Campus. His Masterclass addresses pressing issues such as climate resilience, water management, and biodiversity. The Vitra Campus will serve as a testing ground and prototype for new connections between nature, architecture, and design.

In both Masterclasses, professionals, students, and experienced design enthusiasts will develop their own projects through workshops, discussions, campus explorations, and individual mentoring. Participants will gain exclusive access to the Vitra Design Museum’s collections, archives, and workshops, as well as insights into current design processes from curators and experts on site. Evening discussions and shared activities, including barbecues, swimming in the Rhine, and yoga on the Campus, create opportunities for informal exchange and lasting networks. Participants will receive a certificate upon completion of the course, and their projects will be presented at the Vitra Schaudapot.

With the Masterclasses, the Vitra Design Museum draws on the scenic, cultural, and culinary qualities of the tri-border region around Basel for a comprehensive multi-day educational programme. At the same time, the initiative forms part of the ongoing transformation of the Vitra Campus into a site for research and education. Accommodation during the programme is to be arranged independently in Basel and the surrounding area. Places are limited to 15 participants per Masterclass. Three early-bird tickets are available for each course.

Masterclasses 2026

6 – 11 July 2026

The Process is the Design

Led by: Eliska Horcikova, Marion de Raucourt und Rafael Mateu Segui

Focus: Product development, craftsmanship, design strategy

Under the title »The Process is the Design«, Camper's design team provides insight into a practice- and process-oriented design methodology. This Masterclass centres on the development of radical and unexpected solutions emerging from the interplay of material understanding, manufacturing processes, and visual identity. Inspired by Camper's playful spirit of innovation, participants will explore new approaches to product design using footwear as a case study. The Masterclass with Camper conveys material-driven design processes, intuitive decision-making, and innovative design strategy. You will benefit from the expertise of a company that combines iconic design with strategic vision, experiencing a creative process that brings together craft, experimentation, and aesthetic reflection.

20 – 25 July 2026

Prototyping the World

Led by: Bas Smets und Philippa Lankers

Focus: Landscape architecture, climate resilience, public space

Bureau Bas Smets is internationally recognised as one of the most innovative practices in landscape architecture and climate-related spatial design. This Masterclass explores how landscapes and outdoor spaces can be designed to strengthen resilience, biodiversity, and the well-being of both humans and other species. Bas Smets and Philippa Lankers will guide participants in developing innovative prototypes for future landscapes, from models and mock-ups to mapping and scenario-building. The Vitra Campus will function as a living laboratory for making ecological, social, and spatial relationships visible and for designing resilient, biodiversity-enhancing outdoor environments.

Facts & Registration

Participation requirements:	Relevant training or other prior knowledge, no portfolio required
Language:	English
Location:	Vitra Campus, Weil am Rhein
Fee:	€ 2,450.00 *
Early Bird Tickets:	€1,950.00 * (two per Masterclass)
Registration and booking:	Vitra Design Museum Ticket Shop
Enquiries:	+4976217023618 or events@design-museum.de

*The fee covers the full programme from Monday, 10 am, to Saturday, 1.30 pm, including catering (3x Depot Deli lunches, 2x picnic, 1x Apéro Rebhüslis, 1x BBQ, water and closing aperitif). Accommodation is not included.

Press images: www.design-museum.de/press_images

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