

## INFOSHEET

Edelstoff\_05: 26th and 27th of April, former ANKER EXPEDITHALLE  
Edelstoff goes Graz: 31st of May and 1st of June 2014, designHalle Graz



The **design market Edelstoff** was founded with the object of being a networking and selling platform for designers and small labels. We're organising two big markets (with about 100 stables) in spring and autumn. Furthermore we're organising smaller pop-up markets and since 2013 so called Edelstoff "Wandertage" (markets in other cities).

### Next DATES and LOCATION

**Edelstoff\_05** will take place on the **26th and 27th of April in the former ANKER EXPEDITHALLE** in the 10th district in **Vienna**. The location is about 2000sqm where we have space for about 100 labels.

### **Edelstoff goes Graz: 31st May and 1st June 2014, designHalle Graz**

In cooperation with **CIS** (Creative Industries Styria) we are launching „Edelstoff goes Graz“. The Styrian premiere will be part of the „design monat graz“ and will take place in the headquarter of the festival (designHalle). The location will offer space for about 40 brands.

### Required APPLICATION PAPERS

- filled in info-sheet (page 2, please see attached file)
- a **short presentation** of your label and a short **curriculum vitae** including information about your education and contact details
- 2- max. 3 **significant** product photos
- the average price level of your products
- the **link** to your homepage and/or facebook site

**Everybody who wants to participate in Edelstoff\_05 and/or Edelstoff goes Graz** (of course it is possible to participate in both of them), **should send all required papers and information until the 19th of February via e-mail to:**  
[office@edelstoff.or.at](mailto:office@edelstoff.or.at)

### SELECTION of participants

The selection process will consider the following criteria by choosing the participating designers:

- creative/original product design
- product quality
- product presentation

The selection should lead to a mix of different product sectors like fashion, (home)accessories, jewellery, furniture and art.

All chosen designers will receive a detailed agreement sheet and further details.

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**I am interested in the following event(s):**  
**(please tip the appropriate box with an „x“)**

### **VIENNA:**

- Newcomer: EUR 135,- for designers who are still in education or for labels founded within the last 12 months (limited amount of stables available, size variable)
- Standard: EUR 165,- for one stable/designer/label, size: 4sqm
- Premium: EUR 195,- for one stable/designer/label, size: 6sqm
- Premium 2 in 1: EUR 295,- if two designers/labels are going to share one stable, size: 6sqm

### **GRAZ:**

- Newcomer: EUR 135,- for designers who are still in education or for labels founded within the last 12 months (limited amount of stables available)
  - Standard: EUR 165,- for one stable/designer/label, size: 4sqm
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Extra costs: you can book the following equipment if required:

- folding table: EUR 15,-
- ale-bench: EUR 10,-
- clothes rail: EUR 20,-
- electrical connection: EUR 25,-

There are no further costs if you bring your equipment on your own! The stalls are to be decorated individually by the participants.

To make our upcoming events successful as usual, we will take care of the needed PR, there will be several press releases, announcements at online-event pages and some online-competitions. We will also distribute 30.000 flyers as well as posters.

All the best

Simone & Sabine

E: [office@edelstoff.or.at](mailto:office@edelstoff.or.at)

W: [www.edelstoff.or.at](http://www.edelstoff.or.at)

F: [www.facebook.com/Designmarkt.Edelstoff](https://www.facebook.com/Designmarkt.Edelstoff)