

INFOSHEET

Edelstoff goes Klagenfurt: 23rd and 24th of August 2014, Stadthaus, **Klagenfurt**
Edelstoff_06: 20th and 21st of September, former ANKER EXPEDITHALLE, **Vienna**



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).

Have a look at our photo album at FB and you'll get a good impression of our events https://www.facebook.com/Designmarkt.Edelstoff/photos_albums and you can also visit our FB site to stay up-to-date <https://www.facebook.com/Designmarkt.Edelstoff!>

Next DATES and LOCATION

Edelstoff goes Klagenfurt: on the **23rd and 24th of August** we'll bring "Edelstoff" to *Klagenfurt am Wörthersee* for the **second time**. Edelstoff will take place in "Stadthaus" Klagenfurt, which is **located in the city centre** and offers space for about 60 booths, furthermore we will have a nice outdoor area.

Edelstoff_06: will take place for the sixth time on the **20th and 21st of September in the former ANKER EXPEDITHALLE** in the 10th district in **Vienna**. The location is about 2000sqm where we have space for about 100 labels.

Required APPLICATION PAPERS

- E-Mail incl. the following information: for **which city/cities** you're going to apply **AND** the **preferred size of your stand** (you find all details about the different possibilities hereinafter!)
- a **short presentation** of your label
- 2 or max. 3 **significant** photos of your products **plus 1** photo of you **trade fair presence** (photos in low resolution -> 72dpi are sufficient!)
- the average price level of your products
- the **link** to your homepage and/or facebook site
- and if you apply for the first time: a short **curriculum vitae** including information about your education and contact details

Everybody who wants to participate in Edelstoff goes Klagenfurt and/or Edelstoff_06 (of course it is possible to participate at both fairs), **should send all required papers and information until the 9th of July via e-mail to: 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.

You will receive an e-mail if you can take part or not till the end of July at the latest! We'll not confirm the receipt of your applications before!

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

E: office@edelstoff.or.at W: www.edelstoff.or.at F: www.facebook.com/Designmarkt.Edelstoff

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Applications are possible for the following events and for the following stands - please do not forget to mention the city and the preferred stand in your e-mail!!

Klagenfurt (23. and 24.8.2014):

- 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, confirmation about the founding date necessary!)
- 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 (both application papers should be sent together per e-mail!)
- **NEW:** Maxi Booth: EUR 300,- for furniture and interior brands (size variable)

Vienna: (20. and 21.9.2014)

- 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, confirmation about the founding date necessary!)
- 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 (both application papers should be sent together per e-mail!)
- **NEW:** Maxi Booth: EUR 300,- for furniture and interior brands (size variable)

Extra costs: EUR 10,- waste disposal/booth

You can book the following equipment if required (fyi only - you don't need to choose now!)

- 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.

We'd like to thank you for your interest in advance and looking forward to receiving lots of applications till the 9th of July!

Best regards,

Simone & Sabine