

BLICKFANG STUTTGART 2011

11 | 12 | 13 march 2011

Kultur- und Kongresszentrum Liederhalle

content

- Information
- application form

enclosures

- general terms and conditions BLICKFANG GmbH

Dear designers,

thank you very much for your interest in the BLICKFANG!

The BLICKFANG is a design trade show for upcoming design in the domains of furniture, fashion and jewellery. Approximately 200 designers show and sell their products to more than 21.000 visitors.

The BLICKFANG is the biggest annual design platform of its kind in Germany.

The BLICKFANG also established itself internationally: already for 13 years in Zürich, for 7 years in Vienna and for 5 years in Tokyo. This year BLICKFANG celebrated its premiere in Basel with great success.

In addition to steady high numbers of visitors (**2010: over 21,000 visitors**) and valuable contact opportunities BLICKFANG offers a network of local and national partners. Exhibitors also benefit from **professional public relations activities** and also the **comprehensive advertising campaigns** centred on BLICKFANG Stuttgart (exert):

- In 2010 advertising to the value of nearly € 150,000 (print run over 1.4 million) was placed.
- 160,000 flyers were employed as inserts in the design magazine FORM and the Stuttgart City Magazine LIFT as well as being distributed widely in restaurants, bars, culture centres and design-orientated meeting places.
- Over 5,000 posters in the greater Stuttgart area attracted maximum attention.

The target group of the BLICKFANG is an urban, well-funded audience of all age groups. Fashion victims in the early twenties as well as architects in their sixties search and discover special products at the BLICKFANG.

"More than 90% of our visitors again rated this year's BLICKFANG Stuttgart as "very good" or "good" and 8 out of 10 visitors would recommend BLICKFANG Stuttgart to their friends, colleagues etc." (Source: qualitative visitor survey 2010).

The uniqueness concerning the BLICKFANG is the presence of the designers on-site combined with the possibility to buy every product shown at the fair. The client gets to know the face behind the product, may ask specific questions and gets to know the story of the product at first hand. The designer obtains straight reactions, strengths and weaknesses of the products from the ones that they are made for: the end consumers. This makes the BLICKFANG an ideal test market for prototypes at the same time.

The attendance of a professional audience is actively promoted and expanded every year. Therefore the BLICKFANG is not only a "shopping mall", but also a **platform for discussions and exchange** between designers, end consumers and professionals.

You may find the following information within the enclosed event concept:

BLICKFANG **general concept** | BLICKFANG **customer profile** | BLICKFANG **online** | BLICKFANG **supporting program** | BLICKFANG **specials** | BLICKFANG **sponsoring** | BLICKFANG **partnerships** | BLICKFANG **media partnerships** | BLICKFANG **commentary** | BLICKFANG **key facts** | BLICKFANG **company profile**

Please also take a look at our homepage www.blickfang.com/videos and get a first visual impression concerning the concept and quality of BLICKFANG.

■ BLICKFANG Design Store and Design Industry Event

Some 220 up-and-coming and established design labels are brought together under one roof. Countless exciting and inspiring collections from the fields of furniture, light, fashion and jewellery design are just waiting to be discovered. That's BLICKFANG! BLICKFANG GmbH has staged BLICKFANG in Vienna for 7 years and in Zurich for 14 years. There has been a BLICKFANG in Stuttgart for 19 years and for 5 years in Tokyo even. In view of the outstanding success enjoyed over the past years, BLICKFANG has also taken place in Basel in April 2010. This event has meanwhile become the largest design trade fair in Switzerland, Austria and Germany.

At BLICKFANG, designers present their products to an interested audience with purchasing power. The core target group for this event ranges from fashion victims in their early twenties to architects in their late sixties.

BLICKFANG presents a first-class opportunity for designers to test the creativity, effectivity and commercial potential of their design concepts in an innovative environment on the public direct, to gain a genuine response from end consumers and learn more about the strengths and weaknesses of their own products. What makes BLICKFANG so unique is the presence of the designers at the fair combined with the possibility of purchasing all one's favourite items there too!

This makes BLICKFANG a design store as well as a platform for discussion and exchange between designers, end consumers and trade visitors.

■ BLICKFANG Network

Apart from the high numbers of visitors and the valuable opportunity of making contacts, BLICKFANG offers a distinctive network of local and international partners. BLICKFANG is thus an ideal forum for designers to build up an extensive network. It is not only the exchange of ideas between the designers themselves but the direct contact with a design-orientated audience and trade visitors, for example manufacturers, vendors, architects and journalists, that lay the foundation stone for successful participation in the fair. Exhibitors also benefit from the professional public relations work carried out by the local PR agencies and the resulting coverage in the press.

■ BLICKFANG Spots

The unconventional and wide-ranging pre-events centred on the themes of design and architecture, which take place all over the city, successfully set the mood for BLICKFANG. The so-called BLICKFANG Spots fill design lovers with enthusiasm in the two weeks prior to the BLICKFANG fair and act as a central theme leading up to the fair.

■ BLICKFANG Design Award

A jury of experts awards prizes for the most outstanding work of exhibiting designers at the fair. Design achievement is not the only consideration, but also particularly successful presentation and design of a stand and, of course, the overall concept. All exhibiting designers automatically take part in the design award competition.

■ BLICKFANG Online

www.blickfang.com – the internet portal for visitors, designers and the press

Up to 25,000 visitors in the four-week run-up to the fair have shown that the event website is one of the most important sources of information.

[Facebook/blickfanggmbh](https://www.facebook.com/blickfanggmbh) – the social networking platform for direct communication and dialogue between the various target groups for BLICKFANG

■ BLICKFANG Furniture scout

Every BLICKFANG exhibitor with products in the furniture and home accessories section can apply to be included in furniture scout. Just get in touch with us or tick the box on the registration form to signify that you wish to apply for inclusion in furniture scout.

After the jury has approved your application, you have the opportunity of creating a profile and placing up to five products with detailed descriptions free of charge online.

Take advantage of this opportunity and contact us in good time before the BLICKFANG fairs to benefit from the BLICKFANG furniture scout options.

■ BLICKFANG Special Show 2011 "ECO DESIGN"

To enhance the attraction of the fair for visitors and the media alike special shows focussing on current topics and trends are launched at BLICKFANG every year.

The Special Show at BLICKFANG Stuttgart 2011 is "ECO DESIGN".

The mega trend towards ecologically orientated production, the use of eco-friendly materials and their processing has now moved to a new level: ECO can also incorporate DESIGN!

By means of this special show, we would like to demonstrate that it is possible to switch to more responsible forms of production and fulfil high design standards at the same time.

Participation in the special show does NOT result in a reduction in stand costs.

HOWEVER: Participants in this special show will be presented on a cumulated exhibition area and will thus attract separate attention at BLICKFANG. Additionally, particular reference will be given to the special show theme in various advertising activities (flyers, Internet and catalogue) as well as in public relations work. The number of participants is limited. Should you be interested, please make a note of this on the registration form.

■ BLICKFANG Funding Possibilities

In 2004 and from 2006 to 2010, funding provided by the Austrian Federal Ministry for Education, Arts and Culture (bmukk) enabled us to reduce stand costs for Austrian exhibitors. We have applied to bmukk for funding for 2011 as well.

■ BLICKFANG Special area for newcomers

BLICKFANG Stuttgart offers a special area for newcomers. As "newcomers" we characterize brands that have been self-employed with their label for max. three years and have not attended any other BLICKFANG fair yet. The costs will be 25% of the regular booth fees. If you are interested in taking part as a newcomer please note this in your application form. Note: Space is limited.

■ BLICKFANG How to apply & timing

Concept and booth design

The designers present prototypes, unique pieces and small series. The designers exhibit personally. Commercially traded goods are excluded from sale. In special cases also shop concepts which present well-chosen designers can take part.

For the overall impression of the presentation it is very important that decoration and design of the booth are appropriate for the offerings, concept and the appearance of the fair. With pleasure we will send you example photos of positive booth creations from previous years.

With your registration please indicate how many square meters you actually need. During the fair the booked area must be kept in any case. Based on past experience we reserve the right to check out the borders of your booth, to correct them on site, and in case of non-observance charge an added fee of € 150.-.

Numbering of stands and design concept

Following the successful introduction of stand numbering in 2010, implementation of stand numbering throughout the entire exhibition area is planned to ensure optimised orientation at the fair. As in 2010, an overall design concept is to lend a unified and design-related appearance to the fair and to contribute towards creating a pleasant atmosphere.

Shared booth

You have the opportunity to apply for a shared booth at BLICKFANG. It is essential that you state the label and the name of your co-applicant on the application form. Every applicant of a shared booth will be notified separately about the decision of the jury. Unfortunately - for conceptual reasons - designers showing products from the furniture/lighting AND the fashion/jewellery sector cannot join a booth. (Sectors can't be mixed up.)

If necessary please make copies of the pages product description and personal details. If you wish, we are happy send you more forms by email. The additional cost for a shared booth is indicated on the application form.

Application modalities and timing

Design stands for high standards: Hence, for the BLICKFANG an application procedure is essential. The first step is to apply for an exhibition booth. A committee of experts is in charge of making the decision on who may participate.

We request that you submit your application **until 5th of November 2010** at the latest.

A short curriculum vitae with information about the professional development (design biography) and photos of a minimum of three products and their short description must be attached to the application. Mentioning of participation at exhibitions, publications in professional journals, etc. can also be helpful. Of course, the presentation of your products can also be submitted by email or CD-ROM to dragana@blickfang.com.

NB: Please always save photos sent in digital form with the name of your label to ensure correct placement of your photos. (E.g. "design label_1", "design label_2" etc.)

BLICKFANG Public Relations

BLICKFANG carries out intensive and professional public relations activities in print media (regional newspapers, monthly and specialist publications) as well as online via social media platforms. To enable us to do this work extensively, we would like to gather corresponding content well in advance.

We therefore ask you to **send us convincing and related press photos and press releases**. We would also like to employ unusual stories about your product or the origins of your product, about yourselves or your philosophy which bring across the special spirit of BLICKFANG.

Please write the related texts on the public relations form in your application or enclose them in your application (digital form most welcome).

We reserve the right to use any photographs submitted to us for our BLICKFANG press and public relations activities (see declaration of consent on registration form)

■ BLICKFANG Organizer

The BLICKFANG company has organised public fairs with great success in Germany, Austria, Switzerland and Japan since 1992. The team, the closeness to the market and the way the theme of design has been realised in a professional and emotional manner make the events a very special experience for the visitors.

Save our next dates:

BLICKFANG Stuttgart	Kultur- und Kongresszentrum Liederhalle	11 12 13 March 2011
BLICKFANG Basel	E-HALLE	08 09 10 April 2011
BLICKFANG Vienna	MAK	14 15 16 October 2011
BLICKFANG Tokyo	Jingu-Gaien	26 27 28 29 30 Oct 2011
BLICKFANG Zurich	Kongresshaus	20 21 22 November 2011

■ BLICKFANG Contact

Project manager BLICKFANG Stuttgart

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(fashion & jewellery)

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dates and facts

location	Kultur- und Kongresszentrum Liederhalle (KKL) Berliner Platz 1-3, 70174 Stuttgart
date	11 12 13 march 2011
opening hours	Fr 12-22 h Sa 12-21 h Su 11-19 h
Entrance fee for visitors	1 day ticket € 11,- reduced ticket € 8,- (pupils and students with valid ID) 3 day ticket € 17
booth fees	€ 85,-/sqm (minimum stand 6 sqm) € 80,-/sqm (over 12 sqm and stand depth of 3 m)
sub exhibitors/joint booth	joint exhibitors absolutely have to be indicated on the registration form. For every joint tenant an extra fee of € 50,- will be charged. Joint exhibitors also have to have their addresses entered (€ 170,-) in the catalogue.
catalogue and internet	obligatory address & photo entry € 170.- (plus € 70,- for maxi entry)
movable walls	€ 25,- per running meter
electricity access (max.1,5 KW)	€ 95,-
Besucherzahl 2010	Over 21.000
planned media partners 2010/2011	H.O.M.E. - AIT - Arcade – form - brand eins - deutsch - inform – plot – plugged – design report
planned and fixed sponsor partners 2010/2011	MINI - Architare- behr einrichtung – BDIA- Bundesministerium für Unterricht und Kunst - Design Center Stuttgart - Fachhochschule Pforzheim - Fachhochschule Reutlingen - Fachhochschule für Technik Stuttgart - Innenarchitekten d. Architektenkammer - J.7 hair lounge - Kästner Optik – Magazin – Partner - Staatliche Akademie der bildenden Künste, Stuttgart
BLICKFANG design award	BLICKFANG design award in gold, silver and bronze

Application for
BLICKFANG STUTTGART 2011
11 | 12 | 13 march
Liederhalle Stuttgart
Application deadline: 5th of November 2010

name/company: _____

street: _____ zip code/city: _____

phone: _____ fax: _____

cell: _____

e-mail: _____

homepage: _____

area:

Accepting the general terms and conditions for participation, I / we book (provided, the selection committee accepts the application):

_____ sqm at € 85.- (respectively €80.- from a booth size of 12 square metres and stand depth of 3m)

Preferred size of stand: _____ m (width) x _____ m (depth).

(This declaration expresses merely a request, which we willingly try to comply with.)

- Movable walls** € 25.-/running meter (necessary, if you do not have your own movable wall system) I have an own movable walls system that can stand upright without additional support
- Electrical outlet** needed (max. 1,5 KW) at a flatrate of € 95,-(incl. power consumption). Please indicate here if you do not need an electrical outlet.
- EC Cash Service** Participation fee € 35
Excl. transaction costs

The central EC cash service situated at the info counter is a way of significantly increasing your sales and reducing costs as you do not need your own device. Every exhibitor will be issued with a sign for their stand making it clearly visible that payments can be made with EC and credit cards. Additional costs: credit card company's commission and a flat charge of 2 € per transaction.

BLICKFANG catalogue and internet entry

- obligatory entry of address + photo in the catalogue as well as online STANDARD for € 170
- I book the obligatory entry in MAXI size with 2 middle sized photos for extra charge of € 70
- I book the obligatory entry in MAXI size with 1 big photo for extra charge of € 70



Examples catalogue entry:

**>> STANDARD entry
€ 170**

**>> MAXI entry (2 photos)
€ 240**

**>> MAXI entry (1 photo big)
€ 240**

Use of photos

- I agree that the BLICKFANG GmbH may use and publish any of my presented photos in unlimited and unreserved ways and without further agreement from me or third persons for their PR and advertisement in terms of the BLICKFANG fair. Photo credits will be passed on for press purposes. However, BLICKFANG GmbH accepts no guarantee for their being used in print.

Joint booth:

For every exhibitor within a joint booth, a fee of € 50,- will be imposed. (Plus address and photo entry at € 170,- per exhibitor.) Please make sure that every application includes at least 3 product descriptions and the designer's CV.

- No other designers present their products within my exhibition area.
- other designers present their products within my exhibition area.

name/ company: _____

Application for the ECO DESIGN Special Show

- I hereby apply as an exhibitor for the ECO DESIGN Special Show.

To take part in the ECO DESIGN Special Show please describe in detail on the following pages why your brand or collection fulfils the requirements of sustainability.

This could be based on the use of sustainable materials (organic, eco-friendly, recycled) or maintenance of social standards in production and procurement (Fair Trade, social working conditions, Social Certified).

Please keep your justification separate in the "product description" section!

date, stamp

legally binding signature*

*The [signer](#) declares himself authorised to sign this legally binding application. All fees are excluding VAT.

Within my application, I accept the enclosed general terms and conditions of the BLICKFANG GmbH

Also available at www.blickfang.com/conditions

photo
(preferred in colour!)
electronic photos should be jpg,
300 dpi

product description

name of designer:

titel of product:

kind of product:

year of development:

dimensions:

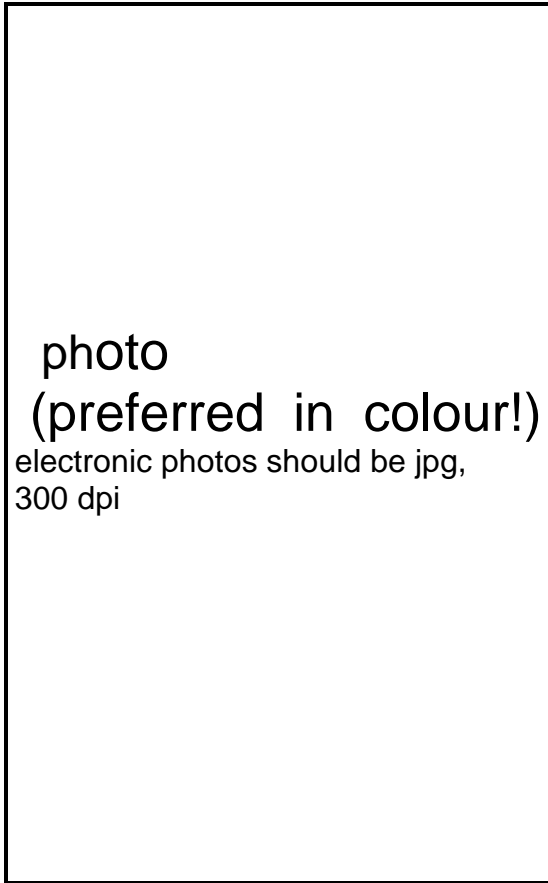
price:

single object / series

material:

way of production:

special functions and facts:



product description

name of designer:

titel of product:

kind of product:

year of development:

dimensions:

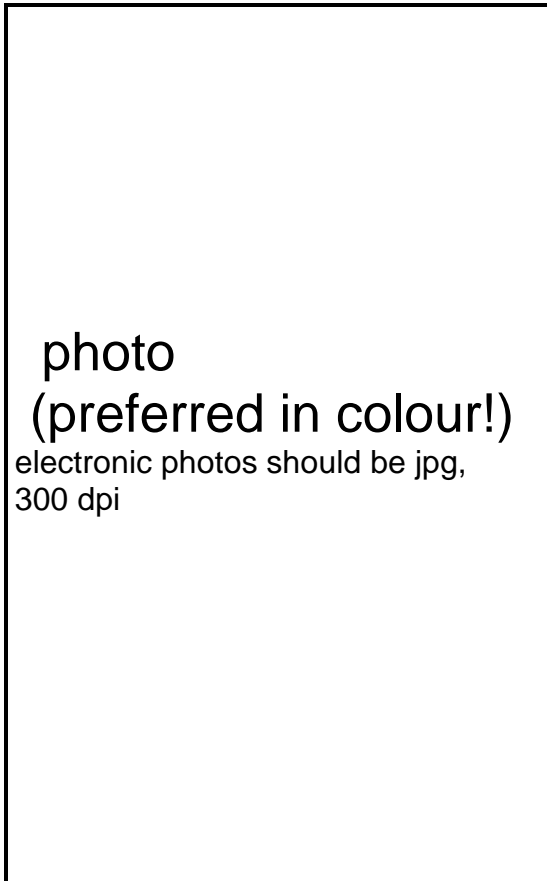
price:

single object / series

material:

way of production:

special functions and facts:



product description

name of designer:

titel of product:

kind of product:

year of development:

dimensions:

price:

single object / series

material:

way of production:

special functions and facts:

designers' CV / personal details / press facts

name/company :

name of designer:

designer's biography:

Do you have a great story that would interest the press?
It could be about your own development and career, the particular background history of your product / company, your philosophy or what inspires you. (Ideally, please supply us with a finished press release as a word doc):