

CERAMICS PORCELAIN IN THE AUGARTEN

**ARTS
DESIGN
CRAFTS**

**Invitation to Register
Viennese Porcelain Manufactory Augarten
22 to 24 September 2017 | from 10 a.m. to 6 p.m.**

www.keramikundporzellan.at


**AUGARTEN
WIEN**
Since 1714

MTS
Marketing
Tourismus
Synergie
Wien

CERAMICS AND PORCELAIN IN THE AUGARTEN

HAVE YOU GOT A PASSION FOR ARTS AND DESIGN MADE OUT OF CLAY?

Are you a passionate potter or porcelain artist and would like to present your quality products – from art objects to table decorations or selected tableware – to a knowledgeable and interested public? Then you have come to the right place!

Following the successful launch of the event in September 2015, the third **sales exhibition** in September 2017 brings together selected artists from Austria and abroad. Register now to exhibit in September at CERAMICS AND PORCELAIN IN THE AUGARTEN!

PROGRAMME

From **22 to 24 September 2017** Vienna's oldest baroque park, the Augarten moves again in the spotlight: Lovers, connoisseurs and collectors of contemporary ceramic art will gather to experience the rich diversity of ceramics.

The **side programme** offers plenty of possibilities for visitors who would like to learn more about the production of porcelain or want to be creative themselves.

The **experts of the Viennese Porcelain Manufactory Augarten** are glad to explain the history as well as the intricate processes surrounding the production of porcelain. Moreover, they convey their skills in ceramic painting and you are invited to look over their shoulders during their daily work.

To promote young talents in the contemporary ceramics art we have developed an **artists contest** focusing on the development of a give-away for the ball of the Technician Cercle 2018 in cooperation with the University of Applied Arts Vienna.

The submitted exhibits will be presented at the sales exhibition CERAMICS AND PORCELAIN IN THE AUGARTEN in September.

In cooperation with the Vienna Porcelain Manufactory Augarten we are offering exhibitors the unique opportunity to have a **look behind the scenes** of the manufactory and to exchange experiences.



Viennese Porcelain Manufactory Augarten | Sales exhibition | Porcelainpainter / Photos: G. Fally

CERAMICS AND PORCELAIN IN THE AUGARTEN

VENUE EXHIBITION SPACE

The long-established Viennese Porcelain Manufactory Augarten is synonymous with choice quality and perfection and as such is the ideal venue for a handicrafts market.

Products can be presented in the shop, in the museum of the Porcelain Manufactory and **in a light and airy approx. 500 m² windowed marquee.**

The wall décor creates, together with the uniform decoration concept, a unique atmosphere.

In order to meet different requirements, there are **four categories of presentation: small and medium stands (3-4 m²) and large stands (6 m²)**, ideal for larger objects. Tables and chairs can be rented. There are also four **illuminated showcases (deluxe)** for the presentation of exclusive and unique products in the Porcelain Manufactory shop.

As we wish to ensure a uniform appearance and décor concept, we offer floor-length, light grey table skirting for rent (*limited number available*).

If you bring your own table linen, we kindly ask you to consider the overall decoration concept.

It is also important that only self-made products are shown using clay or clayey materials with idea, design and manufacture by the same person.

Due to the increasing demand for cash-free payment methods (*the next ATM is a 10-minutes walk away*) we offer a simple system to take **debit card payments** from customers on your behalf. This service is subject to charge (*fixed charge plus handling fee per transaction*).



Sabine Berchtold, Rosemarie Benedikt and Christine Mittermayr at the sales exhibition 2016 / Photos: G. Fally

CERAMICS AND PORCELAIN IN THE AUGARTEN

VISITORS

Thanks to the unique reputation of the Viennese Porcelain Manufactory Augarten and the strategic location of the sales exhibition, it is expected to attract existing and potential customers of the manufactory from Vienna and the provinces, tourists and other informed and interested visitors.

Admission for adults is € 6.00 and includes a visit to the porcelain museum, which illustrates the history of Viennese porcelain on the basis of over 150 representative historical exhibits from different art periods.

MARKETING

The idea is to establish the sales exhibition as a regular feature in the ceramics scene.

As experienced market organisers, we have in depth marketing expertise and an **extensive network of contacts**.

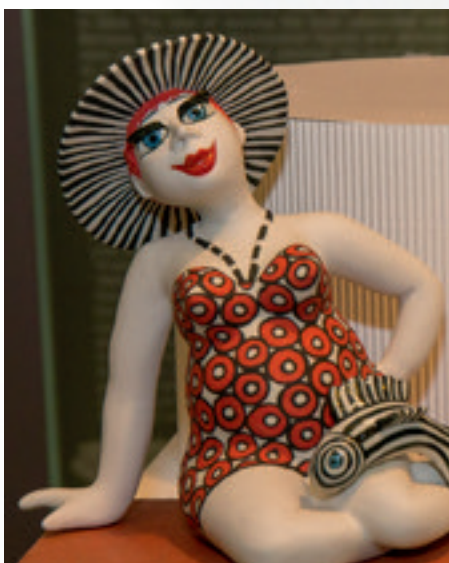
Typical **marketing activities** include the following: **printed matter**: posters, flyers,

distribution in local coffeehouses, bars, restaurants, shops etc. / **online marketing**: website facebook / **direct marketing**: newsletter / **touristic marketing** / **press**: press releases and advertisements in publications and relevant media.

ORGANISER: MTS – MARKETING TOURISMUS SYNERGIE WIEN GMBH

As organisers of the Christmas Market Schloß Schönbrunn and Easter Market Schloß Schönbrunn we have **years of market experience** and good connections with event infrastructure and technology specialists. We have been organising **the Christmas Market in front of Schönbrunn Palace** since 1994. Every year a million visitors come to see the handicrafts from Austria and neighbouring countries presented by some eighty exhibitors. In response to the popularity of theme markets and the demand for them by artisans and visitors alike, we launched the **Easter Market Schloß Schönbrunn** in 2003.

We are glad to announce that starting from this year we will also organise the **Schloss Hof Christmas Market**.



Figurine / B. Beranek | Bowl / J. Wieser | Porcelain / V. Groh & Y. Nishida | Photos: G. Fally

CERAMICS AND PORCELAIN IN THE AUGARTEN

THAT IS IMPORTANT TO US

We attach particular importance to the unique character of the products, a consistent and uniform appearance and a well-developed infrastructure. For this reason we reserve the right to reject applications that do not meet our high quality requirements or do not fit in with the overall concept.

Exhibitors are selected by the organiser MTS Wien and an **expert panel**.

The side programme, including painting demonstrations and guided tours, will be provided directly by Viennese Porcelain Manufactory Augarten specialists.

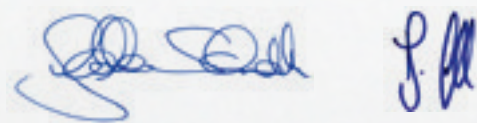
YOUR APPLICATION

If you would like to participate as an artisan in CERAMICS AND PORCELAIN IN THE AUGARTEN, please submit a detailed and full application **by 5 May 2017 at the latest** to:

MTS – Marketing Tourismus Synergie Wien GmbH
Barbara Gobl (Project Manager)
Schloß Schönbrunn, Gardetrakt
1130 Vienna, Austria
E-mail: b.gobl@mts-wien.at
or fax: + 43 1 817 41 65 - 15

We look forward to presenting another successful sales exhibition in Vienna with you.

Kind regards



Gabriela Schmidle (Managing Director)
Barbara Gobl (Project Manager)



Vases / M. Zwölfer | Bowls / F. Caroni | Vases / J. Wohlmuth / Photos: G. Fally, M. Falkensteiner

REGISTRATION

Please return by 5 May 2017!

I would like to register for CERAMICS AND PORCELAIN IN THE AUGARTEN from 22 to 24 September 2017.

Quantity	Stand ⁽¹⁾	Stand Size	Handicraft ⁽²⁾
	Small	3 m ² (150 x 200 cm W x D)	à € 300
	Medium	4 m ² (200 x 200 cm W x D)	à € 400
	Large	6 m ² (300 x 200 cm W x D)	à € 600
	Deluxe ⁽³⁾	Showcase (200 x 95 cm W x D)	à € 440
<input type="checkbox"/>	Table for small stand ⁽⁴⁾	1 table 100 x 80 cm	€ 10
<input type="checkbox"/>	Table skirting ⁽⁴⁾	for table small stand (floor-length)	€ 10
<input type="checkbox"/>	Tables for medium stand ⁽⁴⁾	2 tables each 100 x 80 cm	€ 20
<input type="checkbox"/>	Table skirting ⁽⁴⁾	for tables medium stand (floor-length)	€ 20
	Chair		à € 6

I am interested in a guided tour offered exclusively for exhibitors through the Viennese Porcelain Manufactory Augarten on Thursday, 21 September 2017, 4 p.m.

I am interested in a centrally provided service for cashless payment for visitors offered by the organiser. *(Subject to charges)*

I would like to receive advertising material for CERAMICS AND PORCELAIN IN THE AUGARTEN 2017:
___ Flyers ___ Brochures *(available as from August)* ___ Posters A2 *(available as from August)*

*(1) Small, Medium and Large stands do not include any furniture. (Furniture needs to be rented separately.)
The number of available stands per category is limited - allocation on a first-come first-served basis. The final placement takes into account the overall stand concept and the equipment brought along.*

(2) Items for sale shall be self-made products using raw materials, with the idea, design and manufacture by the same person.

(3) In total 4 showcases (incl. lighting, without interior fittings) are available. The allocation is made by the organiser.

*(4) The number of available tables and skirtings is limited - allocation on a first-come first-served basis
(material: stage molleton BW, B1, light gray floor-length)*

CERAMICS AND PORCELAIN IN THE AUGARTEN

PRICES

The prices

- **include** erection, multi-plug and comprehensive insurance⁽¹⁾,
- **excluding** 20% VAT and contract fee (1% of gross sum).

Terms of payment

Gross sum payable immediately and in full on receipt of the contract

Cancellation

until 31 May 2017: no charge

between 1 June und 11 August 2017: 50% of total gross sum

after 12 August 2017: 100% of the total gross sum

EQUIPMENT / PRODUCTS / REGISTRATION DATA

Information about equipment to be brought along

(shelves, pedestals etc. – Please indicate as precise as possible, especially if you would like to use any tall shelves for the presentation of your products.)

Quantity	Type of equipment	Width	Depth	Height

(1) The insurance covers fire, storm, burglary, vandalism and general liability (subsidiary) for personal injury and material damage. The marquees will be guarded by a security company from 21 to 24 September 2017.

CERAMICS AND PORCELAIN IN THE AUGARTEN

Product description

Please include detailed description and photos, samples, etc. Photos, samples and concepts cannot be returned. The organiser may use submitted photos free of charge, without further approval and without any restrictions for promotional purposes in the context of the event. Of course, we will indicate any copyrights and the name of the photographer if specified.

I/We will be offering the following products:

[Blank area for product descriptions]

- photos (*in printable quality and including copyright notice*) attached
- samples to be mailed
- samples will be presented in person (*date to be arranged*)

Participation in markets / exhibitions

(Please indicate where and when you were part of an exhibition/market.)

I have participated in recent years in the following markets / exhibitions (date, place):

[Blank area for market/exhibition participation details]

CERAMICS AND PORCELAIN IN THE AUGARTEN

Registration data

(Please use block letters.)

Company

Name (Contact Person)

Street

Postal Code / City

Country

E-mail

Website

Facebook

Telephone

VAT-Nr

By signing the registration form I hereby agree to the terms and conditions of the event, payment and cancellation as well as image rights.

Signature:

Date:

*Please send your registration form **by 5 May 2017** to:*

MTS – Marketing Tourismus Synergie Wien GmbH
Barbara Gobl (project management)
Schloß Schönbrunn, Gardetrakt, 1130 Vienna, Austria
Tel: +43 (0)1 – 817 41 65 – 10, fax: +43 (0)1 – 817 41 65 – 15
E-mail: **b.gobl@mts-wien.at**

The final decision on your application will be communicated in writing by End of May 2017 at the latest. Exhibitors are selected by the organiser MTS Wien and an expert panel. The organiser reserves the right to reject exhibitors who do not meet the quality standards or whose concept is not suitable.

CERAMICS AND PORCELAIN IN THE AUGARTEN

DATES AND FACTS

Date

22 September (Friday) to 24 September (Sunday) 2017 from 10 a.m. to 6 p.m.

Erection

Thursday, 21 September from 1 p.m. to 8 p.m.

Dismantling

Sunday, 24 September from 6 p.m. to 8 p.m.

Venue

Wiener Porzellanmanufaktur Augarten
Schloss Augarten
Obere Augartenstrasse 1a
1020 Vienna, Austria

The sales exhibition will take place in the shop and on the premises of the porcelain museum of the Viennese Porcelain Manufactory and in a marquee in front of the manufactory.



Admission

Adults: € 6,00

Reduced (students, senior citizens): € 4,00

Children up to 12 years: free admission

Admission prices include the entrance to the Museum of the Porcelain Manufactory Augarten.

Exhibitors will be provided with complimentary tickets for their clients.

www.keramikundporzellan.at

www.facebook.com/keramikundporzellanimaugarten