

Exclusive designer to suit my style

arts&crafts

EUNIQUE

International Fair for
Applied Arts & Design

4 - 6 May 2012
Messe Karlsruhe

eunique.eu

Organiser



Official Partner



Media Partner



Become part of the success story

EUNIQUE unites style, savoir-vivre and individuality. Substantial growth in the number of visitors was registered in 2011, the third time the event has been held. Almost 11,000 visitors came to **EUNIQUE** 2011, representing growth of 37 percent and firmly establishing its standing as an international fair for applied art & crafts. Every third visitor travelled in from more than 100 kilometres away to see and buy the exhibits on show by more than 350 exhibitors.

Make the most of your opportunity and become an exhibitor at **EUNIQUE** 2012!

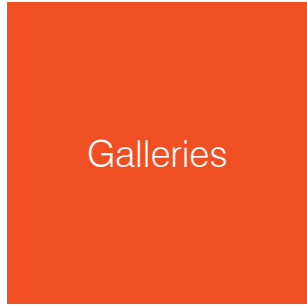
The show's unique atmosphere gives you the chance to present your exhibits in style to an expert and appreciative public, providing you with a three-day business platform with international flare, the quality of which is reflected in outstanding sales figures. 83 percent of all the visitors in 2011 came to Karlsruhe with a firm intention to buy, making **EUNIQUE** the place to meet decision-makers, collectors, brokers, a well-heeled public, and disseminators, all of whom pave the way to the success of your business.

Exhibits are welcome for these themes – exhibitor target groups at **EUNIQUE** 2012:

- Interior Design
 - Ceramics
 - Furniture
 - Glass
 - Lighting
 - Metal
 - Paper
 - Porcelain
 - Textiles
 - Wood
- Jewellery and utensils
- Fashion
- Galleries
- Outdoor
- Toys
- Products, services and resources

Only unique creations and small-volume series will be showcased.

In order to ensure a high standard of quality throughout **EUNIQUE**, participants will be selected by an international panel of judges.





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Optimum target group structure at **EUNIQUE** – arts & crafts 2012

The characteristic visitor potential of **EUNIQUE** consists of a mixture of art professionals and private art and design enthusiasts with significant purchasing power. This enables you to extend your existing customer base, forge long-term business connections and even conclude sales on location.

Professional visitors:

- Art dealers & publishers
- Architects
- Auction houses
- Galleries
- Museums, Museumshops
- Home furnishing stores
- Specialist gift stores and specialist porcelain stores
- Specialist fashion stores
- Marketing departments for large companies
- Interior designers
- Interior decorators
- Fashion designers

Public:

- Craft collectors and enthusiasts
- Wealthy members of the public with an interest in an individual and sophisticated lifestyle
- Private investors with an eye for value appreciation potential

Statements from the industry

EUNIQUE has put a lot of work into the concept and the quality of the selected exhibitors in the last two years. Although it was a long journey it was worth coming because I've made a lots of new contacts in just one location and have been able to place some on-the-spot orders for my business on Sylt.

Anka Weber, owner of Witthue's craftwork and pottery shop, Keitum, Sylt

Galleries see themselves as brokers between artists and art enthusiasts and constantly have to find new ways of broadcasting the art they represent. This means opening up new markets and finding new locations for bringing people together. By putting on show a wide range of high-quality, unique items of work that point out directly the creators, the artists and/or the designers, **EUNIQUE** is well on the way to becoming one of these places.

Marianne Heller, Marianne Heller Gallery, Heidelberg

We've been involved with a great deal of enthusiasm right from the very first year. The **EUNIQUE** concept is rounded off nicely – from the construction of the stands to the range of products offered. The opportunities for establishing contacts far exceed our expectations. I'm convinced that the personal support provided by the staff of Karlsruhe's trade fair and exhibition centre in particular is the key to the event's success.

Manfred Lehmann-Most, chairman of the professional association Angewandte Kunst Hessen e. V.

For me, taking part in **EUNIQUE** 2011 was entirely positive. I encountered a genuinely interested public here and established a large number of new contacts.

Gisela Heinen, Nidrum, Belgium

We have been very happy with the way this year's event went. **EUNIQUE's** unique atmosphere makes it stand out. It's the place where we meet precisely the target group we're looking for. The pleasing and aesthetic overall appearance inside the exhibition hall coupled with the always very friendly and helpful staff make it the ideal place to be.

Wolfgang Olbrisch, Olbrisch Produkt GmbH, Berlin

Over 83% of the visitors came with a firm intention to buy.*



84.9% of the professional visitors and **92.5%** of the private visitors personally recommend the art fair.*



74.7% of the exhibitors recommend taking part in **EUNIQUE**.*



85.5% of the exhibitors give a positive assessment of **EUNIQUE's** general concept.*

[* = Data from the representative visitor and exhibitor surveys performed at EUNIQUE 2011]

Highlights at **EUNIQUE** – arts & crafts 2012:
WCC-Europe-EUNIQUE Award 2012,
Gallery area and exclusive fashion show

At the 2011 event, the **WCC-EUROPE-EUNIQUE Award** was presented for the second time at the **EUNIQUE**, having previously been awarded by the World Crafts Council-Europe at other venues in Europe since 1992, reflecting development in applied art and design with the winner being selected from all the exhibiting artists.

The great interest in the **gallery area** 2011 has prompted plans for further increasing the scope of the concept in 2012. This involves selected galleries displaying their different repertoires in applied art. For you as an exhibitor, it gives you the opportunity to break new ground. Bring your artists and art enthusiasts together outside the familiar surroundings of your gallery.

One of the essential events on anyone's list at **EUNIQUE** 2011 was the successful **fashion show**, which took place for the second time. On all three days, models presented exhibitors' fashion and exhibits, impressively highlighting their unique works of craftsmanship.

Thursday,
3 May 2011
Vernissage
for invited guests

Friday to Sunday,
4 - 6 May 2011
**Trade visitor
and general
public days**



Optimum service for your success at
EUNIQUE – arts & crafts 2011

Advertising that works!

When it comes to fair success, high-quality contacts are decisive. We help attract your target group to your stand with intense trade visitor advertising. Our cross-media marketing strategy includes:

- target group-specific direct marketing
- online campaigns
- advertisements in relevant trade journals and the general business press
- extensive presswork and networking with industry associations and media

In addition, we provide you with guest tickets **free of charge** so that you can invite your customers to attend.

Collectors with strong purchasing power are targeted using tailored solutions:

- We address your target group with a multipage **EUNIQUE** supplement in the largest regional daily newspaper (circulation: 140,000)
- We put up advertising posters in affluent residential areas in and around Karlsruhe (Baden-Baden, Heidelberg, Mannheim, Stuttgart, Frankfurt)
- We introduce radio advertising on selected regional broadcasters
- By distributing flyers in exclusive leisure and cultural facilities, we make sure that you encounter an affluent audience at **EUNIQUE**

Only well-prepared exhibitors are successful exhibitors!

Take advantage of our free advertising materials to address your customers and partners. Publicise your fair participation in advance using:

- Visitor brochures
- Posters
- Promotional stickers for your business post
- Banner advertising and much more

**We work with you
to ensure your success.**



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Use **EUNIQUE** – arts & crafts 2012 as a sales platform

We will be happy to advise you at any time to customise your appearance at the fair. The enclosed registration documentation contains a comprehensive offer that already includes all the services you require, guaranteeing that your exhibits will enjoy a suitably attractive presentation

Deadlines for applications

Early bookings: 30.09.2011 [Adjudication: October 2011]
 Final deadline for applications: 31.12.2011
 [Adjudication: January 2012]

Top location

Messe Karlsruhe provides the ideal environment for a successful trade fair. Known as the 'Technology Region', Karlsruhe is renowned as a highly prosperous location with a wide catchment area and excellent transport connections. A city with an international profile – making it the ideal address for **EUNIQUE**.

Have you already planned your stay in Karlsruhe?

Our tourism team will be happy to assist you with all questions regarding your journey, whether it be hotel accommodations or discounted train tickets from Deutsche Bahn. Simply contact us:

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Organiser:



Karlsruher Messe- und Kongress-GmbH
 Festplatz 9
 76137 Karlsruhe



As to August 2011 | Subjects to alterations

In cooperation with:

Bund der Kunsthandwerker Baden-Württemberg e.V.
 Berufsverband Kunsthandwerk Rheinland-Pfalz e.V.
 Berufsverband Angewandte Kunst Hessen e.V.

Deadline for application for registration and submission of the form for your particulars and photos:
Early bookings: 30.09.2011
Final deadline for applications: 31.12.2011

- 1.) Send us the completed registration form
- 2.) Once we receive your registration form, your confirmation of receipt by email will be accompanied by a form for entering your curriculum vitae, photos to be submitted etc.
- 3.) Your application can only be presented to the jury if both forms and your photos are received on time by 30.09. / 31.12.2011.
- 3.) You will receive notification of your admission to EUNIQUE 2012 as soon as possible after the meeting of the jury.