

**BLICK  
FANG**  
DESIGN  
FAIR

**WELCOME  
TO  
BLICKFANG**

**EXHIBITOR  
INFO 2024**

# DESIGN

**YOU ARE A  
PASSIONATE  
DESIGNER  
AND CREATE  
UNIQUE  
PRODUCTS:  
FURNITUR,  
HOME  
ACCESSORIES,  
FASHION OR  
JEWELRY?**

You produce independently and are looking for the right markets? Or are you looking for the proper contacts to push your label?

# THEN BLICKFANG IS THE PERFECT CHOICE FOR YOU!



## FIND THE CUSTOMERS WHO LOVE AND BUY YOUR SPECIAL DESIGN PRODUCTS WITH US

As an independent design label from the fields of fashion, furniture, home accessories and jewelry, the **BLICKFANG design fair** offers you the ideal platform to sell your products and collections directly to affluent and design-interested end customers in a curated environment and a valuable network to the professional world. .

Founded 30 years ago, BLICKFANG is now the largest platform for independent design in Europe with 5 design fairs in Germany, Austria and Switzerland. We love to offer your special design products a distinctive stage.

At BLICKFANG, you will attract the right customers who are looking for individual design pieces, who understand the idea behind your product and appreciate the way your creations are made - and who are willing to pay for them. With us, you are not just one of many, like at the big trade fairs, in the big online stores or in the tough world of specialized retail. With us, the focus is on your design label - because your success is what drives us!

**We invite you to become part of the BLICKFANG family!**



founder and  
CEO  
DIETER HOFMANN

Head of Sales  
International  
KATJA FAMULOK

# YOUR EIGHT ADVANTAGES DUE TO THE BLICKFANG



„You must perceive design with all your senses. Be visible on analog platforms like the BLICKFANG.“

Sebastian  
Herkner

Curator of  
the year 2024



# 1

## YOUR PRODUCTS COME TO LIFE

At BLICKFANG, you can bring your unique design products **to life in an inspiring atmosphere** that no online platform can achieve.

You can give your designs a profile, charge your idea with real emotions in order to sell it directly and specifically to a design-savvy audience with purchasing power.



„BLICKFANG, for me, is always a get-together for the entire design community with an interested audience.“



Thomas Feichtner

Product- and industrial designer



# 2

## PRESENT YOURSELF IN THE RIGHT ENVIRONMENT

Your design products are guaranteed to be in the right environment at BLICKFANG, because a jury of experts curates BLICKFANG and selects the participants from a large number of applications according to **design standards and quality**. This guarantees a high level of quality compared to markets and festivals.

# 3

## YOU CAN EXPECT PREMIUM AND YOU WILL GET PREMIUM

As an independent design label, you invest in the most attractive locations in Germany, Austria and Switzerland with a BLICKFANG participation..

You present yourself in the city's top locations in the **best ambience** and can be sure of a **fantastic clientele** in terms of purchasing power and design affinity.

# 4

## INVEST YOUR TIME PROPERLY

Rely on our **30 years of experience** and find promising sales markets. With comparatively little effort, you are guaranteed to reach the right customers who buy and love your design products in just 3 days at our established BLICKFANG locations. There's no better use of your valuable time.

# 5

## BENEFIT FROM A FRUITFUL BRANCH SETTING

Why furniture & fashion work together? In its origins, BLICKFANG is a temporary design concept store that brings together individual **furniture, home accessories, fashion and jewellery** from independent design labels from Germany and abroad and has been proving for over 30 years that design standards and the quality of well thought-out and sustainably made products are not without their price.



„In today's globalized design world, a format like **BLICKFANG**, where designers can sell directly, is a very contemporary approach.“

Jaime Hayón

BLICKFANG Curator  
2013



# 6

## HERE YOU ARE IN THE FRONT ROW

With us, you're not just one of many, like at the big trade fairs, the big online shops or in the tough world of the specialised trade. With your unique design products, you are one of the highlights of the BLICKFANG. A nice side effect: You also have the best chance of reaching 1/3 of trade visitors, i.e. architects, planners and other important multipliers in the design industry, and of being discovered by them – a famous example: [Kuno Nüssli & MAGAZIN](#)

# 7

## LET YOUR DESIGN BE AWARDED

As exhibitor at the BLICKFANG you have the chance to be awarded the **BLICKFANG Design Prize** as the best label of the respective event. A top-class jury, which in the past has included major personalities within the design scene such as Nils Holger Moormann, Stefan Diez, Thomas Feichtner, Alfredo Häberli and many more, will be on place to award the design labels – your chance for fame and glory!

# 8

## BECOME A PR HIGHLIGHT

You can benefit from our professional press work and our long-standing media partners. Our press department will give your good story and your label more **media attention** and will be happy to support you with your own PR around your BLICKFANG participation.



„BLICKFANG stands for young, fresh creativity and verve, for the many small start-ups that are trying things out.“

Jehs&Laub,  
Markus Jehs

BLICKFANG Curators  
2023



# BECAUSE OUR VISITORS ARE YOUR CUSTOMERS

CONSUMERIST.  
STYLE-CONSCIOUS.  
COSMOPOLITAN.  
DESIGN-  
ENTHUSIASTS.  
INDIVIDUALLY.  
QUALITY-CONSCIOUS.  
SUSTAINABLE.



Our visitors and **your future customers** appreciate the personal and informal atmosphere at BLICKFANG.

- ✓ They are looking for individual design products that emphasize their character.
- ✓ They have a strong awareness of quality and for good design.
- ✓ They share a high purchasing power and the desire to explore at BLICKFANG.
- ✓ They appreciate the direct contact with the designer and are also well informed.



# HERE YOUR CUSTOMER ARE WAITING FOR YOU

## HAMBURG

**spring 2025**

Deichtorhallen

12. edition

130 Aussteller:innen auf 3.500m<sup>2</sup>  
up to 10.000 visitors

## STUTTGART

**14 | 15 | 16 MARCH 2025**

Liederhalle Stuttgart

32. edition

200 exhibitors on 8.500m<sup>2</sup>  
up to 22.000 visitors

## VIENNA

**08 | 09 | 10 NOVEMBER 2024**

MAK - Museum of Applied Arts

21. edition

140 exhibitors on 3.500m<sup>2</sup>  
up to 13.000 visitors

## BASEL

**21 | 22 | 23 MARCH 2025**

Event Halle, Messe Basel

16. edition

160 exhibitors on 3.300m<sup>2</sup>  
up to 12.000 visitors

## ZURICH

**15 | 16 | 17 NOVEMBER 2024**

Kongresshaus Zürich

27. edition

180 exhibitors on 5.500m<sup>2</sup>  
up to 15.000 visitors

# BE PART OF IT TOO



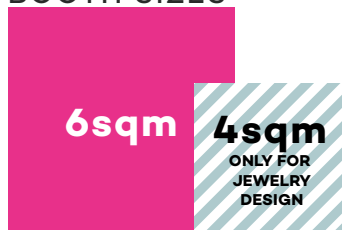
## SELECT STAND SIZE

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You are free to choose the size of your booth. There are no limits to the size and dimensions if the space is available.

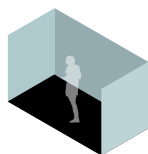
The minimum stand size is 6 square meters, for jewelry designers 4 square meters.

### MINIMUM BOOTH SIZES



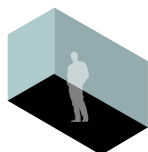
## POSITIONING POSSIBILITIES

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### INLINE BOOHT

- without surcharge
- standard



### CORNER BOOTH

- limited available
- open on 2 sides to the customer pathway



### HEAD BOOTH

- limited available
- open on 3 sides to the customer pathway

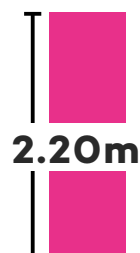
## PARTITION WALLS

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As a premium platform, we put great emphasis on a coherent appearance of BLICKFANG as a whole and on an appealing stand concept for each individual exhibitor. This is why partition walls are mandatory at BLICKFANG. You have the option of either bring your own walls or rent them from us.

Max. height: 2.20m

Higher superstructures are possible by arrangement at the sides of the hall



## ELECTRICITY

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up to max. 1.5 KW

A power connection is mandatory. It enables advantages such as highlighting one of your products with spotlights or charging various devices directly at the stand.

## HANDLING FEE

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per exhibitor as a basic fee for administration and organization.



# PROMOTIONAL PACKAGE

The promotional package offers you various services that will make your participation even more successful.

## VISITORS CATALOG

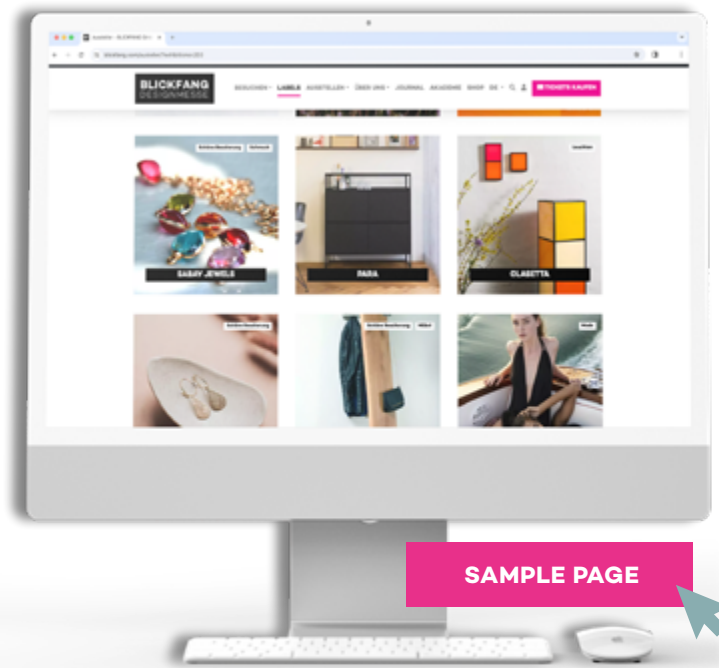
You will get an individual exhibitor entry for your design label (address + product photo) on our webpage and in our hall layout. Hence, our visitors and your potential customers will be able to find you during the trade fair, and especially afterwards.

Your label will be listed and linked on the city page at our homepage [www.blickfang.com](http://www.blickfang.com).

## FREE TICKETS AS ADVERTISING MEDIUM

You will receive 20 free tickets for the giveaway via your social media channels and/or invitations to potential customers and important multipliers.

Our most successful exhibitors send up to 200 invitations to their regular customers and leads - with the result that personally invited visitors generate the best sales.



„Giving away free tickets means creating a relationship with the customer.“

IDA GUT

from IDA Gut,  
43 BLICKFANG-  
participations



## JOINT BOOTH

For more fun on site and greater cost savings, you can also share a booth with one or even several friendly labels. Only the advertising and handling costs are charged per label, the rest can be shared. Important: Each label must apply separately.

## NEWCOMER-DISCOUNT

If your label has been on the market for less than 3 years and you are applying for your first participation in BLICKFANG, you could apply as a newcomer. The newcomer contingent is limited and will be assigned by the jury. As a newcomer, you will receive a 30% discount on the position of the square meter price.

# VIENNA

08 | 09 | 10 NOVEMBER 2024

- MAK - Museum of Applied Arts
  - 21. edition
  - 140 exhibitors on 3.500m<sup>2</sup>
  - up to 13.000 visitors
- 
- Main media partner: architektur aktuell, Atrium, FOGS, DerStandard, Architonic, thegap, woninsider.at, brand eins, meter, PARNASS,...

„BLICKFANG is the only relevant fair in Austria that really attracts a design-oriented audience.“



Horst Eckstein

from keep,  
6 BLICKFANG-  
participations

Watch the video on Vienna here:



## THREE GOOD REASONS FOR BLICKFANG VIENNA

Vienna is **THE design capital** of Austria. No other city has so many great, independent fashion labels with small stores in the city. This is proof that the Viennese love independent design. The same is also true for interiors and furnishings.

Our **fantastic location** in MAK (Museum of Applied Arts) is extremely central and attracts the typically BLICKFANG audience of up to 13,000 visitors.

BLICKFANG Vienna has been a **well-established** event for 20 years now and is an **institution** for design lovers, individualists and multipliers.

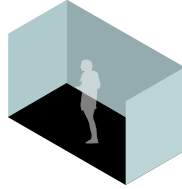
# PRICE EXAMPLES

## BLICKFANG VIENNA

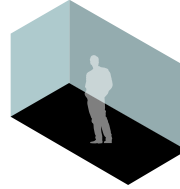
### Price examples include:

Price per square meter:	140 €*
Partition walls:	40 €
Electricity:	100 €
Handling fee:	190 €
Promotional package:	200 €

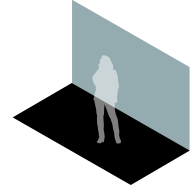
### Inline Booth



### Corner Booth



### Head Booth



Area / Dimensions	Inline Booth	Corner Booth	Head Booth
<b>6m<sup>2</sup></b> 3x2m	1.610 €	1.820 €	—
<b>8m<sup>2</sup></b> 4x2m	1.930 €	2.140 €	2.260 €
<b>9m<sup>2</sup></b> 3x3m	2.110 €	2.280 €	—
<b>10m<sup>2</sup></b> 5x2m	2.250 €	2.460 €	2.580 €
<b>12m<sup>2</sup></b> 6x2m	2.570 €	2.780 €	2.900 €
<b>12m<sup>2</sup></b> 4x3m	2.450 €	2.620 €	2.700 €
<b>15m<sup>2</sup></b> 5x3m	2.880 €	3.050 €	3.130 €
<b>18m<sup>2</sup></b> 6x3m	3.310 €	3.480 €	3.560 €
<b>20m<sup>2</sup></b> 5x4m	3.610 €	3.740 €	3.740 €
<b>21m<sup>2</sup></b> 7x3m	3.740 €	3.910 €	3.990 €

PRICE EXAMPLES EXCL. VAT VALID EXCLUSIVELY FOR BLICKFANG WIEN 2024.

PRICES FOR OTHER LOCATIONS DIFFER.

\* from 10m<sup>2</sup> and 3m depth the price is reduced to 130€

[APPLY DIRECTLY](#)

# ZURICH

15 | 16 | 17 NOVEMBER 2024

- Kongresshaus Zurich
  - 27. edition
  - 180 exhibitors on 5.500m<sup>2</sup>
  - up to 15.000 visitors
- 
- Main media partner: wohnrevue, brand eins, PARNASS, meter, FOGS, annabelle, Choco, Raum und Wohnen, Tagesanzeiger, Das Ideale Heim, architonic,...

„The interaction with visitors gives motivation for product developments and new ones.“



Philipp Traber

from aaro,  
32 BLICKFANG-  
participations

Watch the video on Zurich here:



## THREE GOOD REASONS FOR BLICKFANG ZURICH

**Top purchasing power** — Switzerland in general and Zurich as the most populace canton has enormous purchasing power. Many regular exhibitors have built up a loyal clientele, with shopping cart totals in the 4-digit range.

**Valuing** — The Swiss appreciate high-quality craftsmanship and quality - and in this context also its price - like no other nationality. Especially in Zurich!

For over 25 years, BLICKFANG Zurich has become a **must-attend event** in the pre-Christmas „see and be seen“ calendar of Switzerland’s secret capital. The fair takes place in the freshly renovated Kongresshaus on the shores of Lake Zurich in the heart of the city.

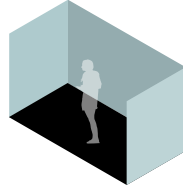
# PRICE EXAMPLES

## BLICKFANG VIENNA

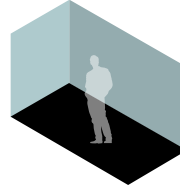
### Price examples include:

Price per square meter: 240 CHF\*  
 Partition walls: 60 CHF  
 Electricity: 150 CHF  
 Handling fee: 230 CHF  
 Promotional package: 280 CHF

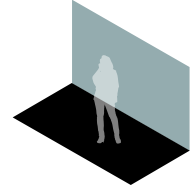
### Inline Booth



### Corner Booth



### Head Booth



Area / Dimensions	Inline Booth	Corner Booth	Head Booth
<b>6m<sup>2</sup></b> 3x2m	2.520 CHF	2.690 CHF	—
<b>8m<sup>2</sup></b> 4x2m	3.060 CHF	3.230 CHF	3.360 CHF
<b>9m<sup>2</sup></b> 3x3m	3.360 CHF	3.470 CHF	—
<b>10m<sup>2</sup></b> 5x2m	3.600 CHF	3.770 CHF	3.900 CHF
<b>12m<sup>2</sup></b> 6x2m	4.140 CHF	4.310 CHF	4.440 CHF
<b>12m<sup>2</sup></b> 4x3m	3.960 CHF	4.070 CHF	4.140 CHF
<b>15m<sup>2</sup></b> 5x3m	4.695 CHF	4.805 CHF	4.875 CHF
<b>18m<sup>2</sup></b> 6x3m	5.310 CHF	5.420 CHF	5.490 CHF
<b>20m<sup>2</sup></b> 5x4m	5.940 CHF	5.990 CHF	6.000 CHF
<b>21m<sup>2</sup></b> 7x3m	6.165 CHF	6.275 CHF	6.345 CHF

PRICE EXAMPLES EXCL. VAT VALID EXCLUSIVELY FOR BLICKFANG ZURICH 2024.

PRICES FOR OTHER LOCATIONS DIFFER.

\* from 10m<sup>2</sup> and 3m depth the price is reduced to 225 CHF

[APPLY DIRECTLY](#)

# WE ARE LOOKING FORWARD TO YOUR APPLICATION

01

## APPLICATION

Apply via our online application form and upload 3-5 compelling photos of your products. Please note the binding nature and the current application deadline.

02

## SELECTION

An independent, constantly changing jury selects the labels for each BLICKFANG according to certain criteria (design standards, branch mix, etc.).

03

## NOTIFICATION

You will receive notification of your participation no later than 2-3 weeks after the corresponding registration deadline.

04

## PARTICIPATION

As soon as you have received your confirmation of participation, you will receive the access data for our planning tool together with your invoice.

# APPLY NOW!

next application deadline\*:  
30.04.2024 for Vienna and Zurich

[APPLY NOW!](#)

\*if you missed the application deadline, you are still welcome to contact us for waiting list places. We look very much forward to seeing you!



**BLICKFANG  
2024**

## YOU HAVE ANY QUESTIONS?

Our BLICKFANG team will take care of your request quickly and reliably.

[SEND E-MAIL](#)



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