



World Crafts Council - Europe

## WCC-Europe Special Newsletter

November 20, 2009

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### EUNIQUE 2010 – News



**European trade fair with an unrivalled selection of  
applied arts and design  
11 - 13 June 2010  
Karlsruhe Trade Fair Centre**

**EUNIQUE – the European trade fair with an unrivalled selection  
From a niche event to the European platform for applied arts  
and design**

**Still accepting applications up until 27 November**

Stylish, purist and appealing – all words that are frequently used to describe the unique atmosphere at EUNIQUE. The high quality standards and careful selection process also extend to the craftspeople and designers who present their unique creations and small-volume series to the trade fair's high-calibre visitors. The key to EUNIQUE's success is the

consistently high quality that is associated with all aspects of the event and its close ties with pioneering associations and art and design schools. In June 2009, Karlsruher Messe- und Kongress-GmbH (KMK) established EUNIQUE as a new platform for European craftspeople and designers. Over 230 exhibitors from eleven countries presented the international visitors – 6,523 in all – with their latest creations from the fields of Interior design, Jewellery and utensils, Fashion, Outdoor and Toys. EUNIQUE – arts & crafts 2010 will be held at the Karlsruhe Trade Fair Centre for the second time between 11 and 13 June 2010.

### Statements of the business

This platform is of great significance for applied arts in Europe as there is nothing else like it on mainland Europe. For this reason it was important for us to take part, demonstrating our support at this first event as a Spanish joint stand and playing a role in promoting this platform for our industry.

**Pablo Blanco, project manager of Oficio y arte, Organización de los Artesanos de España (Spanish Crafts Association), A Coruña**

I was very pleasantly surprised by the premises and the number of visitors interested in buying.

**Birgit Hrouzek, Atelier für Textildesign, Munich**

### Application procedure for 2010 has already begun

The high quality standards of the premiere event can be attributed to the selection process for exhibitors, who were reviewed by a first-class panel of judges. In order to maintain these high standards for the second EUNIQUE, a panel of judges will also evaluate applicants in advance of the 2010 exhibition. Applications are now being accepted. **The final date for applications is 27 November 2009.** Craftspeople and designers who wish to exhibit at EUNIQUE 2010 can request registration forms by sending an email to [info@eu-nique.eu](mailto:info@eu-nique.eu). Applications should include a C.V. as well as a description of the pieces and information on any awards or honours received.

### Application procedure

- 1.) Please submit the completed application form.
- 2.) Upon receipt of your application, the fair organizer will send you a confirmation of receipt and a form for your C.V., required pictures, etc., by email. Your application can only be presented to the panel of judges if both forms are submitted in due time.
- 3.) Together with the panel of judges, the organiser will decide as soon as possible whether to approve your admission to EUNIQUE.

### Special conditions for members

Individual members of organizations belonging to WCC-Europe receive a price discount of 10 percent on the stand area. Information on this is available from the WCC-Europe secretariat: [contact@wcc-europe.org](mailto:contact@wcc-europe.org)

### The panel of judges for EUNIQUE 2010 includes:

**Theres Eberhard**, Director of Form Forum Switzerland

**Rolf Ellwanger**, Baden-Württemberg Ministry of Economics

**Anne Leclercq**, President of WCC-BF (French-speaking Belgium) and Advisor to the Board of WCC-Europe

**Günter Matten**, metal designer, Germany

**Pascale Nobécourt**, journalist, France

**Bernd Roeter**, President of WCC-Europe

**Peter Schmitt**, Board member of Bavarian Arts and Crafts Association

BKV and former Deputy Director of Badisches Landesmuseum in Karlsruhe

**Britta Wirtz**, spokesperson of the KMK Management Board

### Partners of EUNIQUE 2010:

World Crafts Council-Europe (WCC-Europe) as a conceptual partner and the following supporting arts and crafts associations:

Bund der Kunsthandwerker Baden-Württemberg e.V.

Berufsverband Kunsthandwerk Rheinland-Pfalz e.V.

Berufsverband Angewandte Kunst Hessen e.V.

### World Crafts Council-Europe supports EUNIQUE 2010

WCC-Europe has lent its support to this ambitious trade fair project since the very beginning and will remain on board as a partner for EUNIQUE 2010. Above all, WCC-Europe values the high quality of the trade fair and the unique atmosphere in which craftspeople and designers come face to face with sophisticated trade visitors.

### WCC-Europe Award 2010

The presentation of the 2010 WCC-Europe Award by the 'World Crafts Council – Europe' is one of the highlights of the trade fair. Since 1992, this award has been reflecting the development of applied arts and design in Europe. The award will be presented on Friday 11 June.

### Optimum target group structure at EUNIQUE - arts & crafts 2010

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

### Trade visitors

Architects, marketing departments of large companies, specialist gift stores and specialist porcelain stores, auction houses, galleries, home furnishing stores, museums, museum shops, specialist fashion stores, interior designers, art dealers and publishers, interior decorators, fashion designers

**Friday, 11 June 2010: University and trade visitor day**

**Saturday, 12 June 2010: General public day**

**Sunday, 13 June 2010: General public day**

## Visitors

Craft collectors and enthusiasts

Members of the public with high purchasing power and an interest in an individual and sophisticated lifestyle

Private investors with an eye for value appreciation potential

## Arts and crafts from Belgium

In November 2009, the Flemish and Walloon representatives from Belgium decided to take part in EUNIQUE 2010. The Belgian craftspeople will be showcasing their unique creations and small-volume series at the trade fair.

## Individual countries and German federal states at EUNIQUE

The concept of joint stands for individual countries and German federal states, which was very well received in 2009, will be featured once again at EUNIQUE 2010. Here, associations from the countries or federal states in question can apply to their Ministries of Economics for financial support in participating in the trade fair. Any craftspeople or designers who are interested in taking part should contact their association directly. The first applications have already been received and the trade fair organisers are currently engaged in talks with many others.

## Top of Europe

The Top of Europe exhibition features a cross section of contemporary European art and design and also generates considerable coverage in the media.

## The Newcomer Area

EUNIQUE also offers an ideal platform for up-and-coming talent.

Accordingly, there will be an award for young craftspeople and designers.

Many renowned national and international design schools and universities were represented at EUNIQUE 2009. A special offer is available on request for up-and-coming designers wishing to take part in the trade fair. This is open to designers and craftspeople who completed their studies or training no more than three years previously.

Further information, for example on stand construction, services, marketing and press activities for EUNIQUE can be found at [www.eunique.eu](http://www.eunique.eu).

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