

THU 9/6 – Awards & Show – Awarding of AFA-Austria Fashion Awards 11, Erste Bank Fashion Award, Unit F Editorial Award 2011 powered by GoSee- Museum of Ethnology, Hall of Columns - Neue Burg, 1010 Vienna – doors open: 20h, beginning: 21h
Only by invitation

Presenting Media Partner: KURIER

Presentation of the nominees for the Austria Fashion Awards and selection of the winners by the present international judges.

Fashion Award of the Federal Ministry for Education, the Arts and Culture

Award sponsored by: Federal Ministry for Education, the Arts and Culture / art sector
Prize for young, future-oriented fashion design
Enables a one-year work scholarship at an international designer

Dotation: EUR 13.200 (within Europe) up to EUR 18.000 (beyond Europe)

Nominees:

[Manuela Baumgartner](#)

*1983

Manuela Baumgartner graduated from the University of Applied Art under Raf Simons and Veronique Branquinho. Afterwards, she worked as a studio manager in Marios Schwab's atelier in London. Last year, her first women's wear collection was presented at Berlin Fashion Week. Her work is influenced by clear, puristic silhouettes, paired and accentuated with wild-romantic naturalness and traditional handcrafting techniques.

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[George Bezhanishvili](#)

*1987

George Bezhanishvili has studied at the University of Applied Arts in Vienna under Veronique Branquinho and Bernhard Wilhelm. The Georgia-born designer has already presented his collections at Berlin Fashion Week and London Graduate Fashion Week. He typically names himself as source of inspiration as his work can be understood as a personal, handwritten diary. In 2010 he founded the fashion label "FEMME MAISON" with Franziska Fürnpass.

Fashion Award of the City of Vienna

Award sponsored by: culture department of the City of Vienna
Prize for innovative fashion design for concept and artistic work
Provides financing of participation in an international fair or festival

Dotation: EUR 10.000

Nominees:

[DIPTYCH.](#)

est. 2009

The Vienna-based label DIPTYCH was founded in 2009 by Valerie Lange and Ali Zedtwitz. The two designers studied at the University of Applied Arts in Vienna under Raf Simons and have already worked together for Jil Sander in Milan. In 2009 the two presented their first own women's wear collection in Tokyo. Their work preferably takes place in open structures, their inspiration follows coincidences, feelings and moods, and decisions are taken spontaneously and incoherently.

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[meshit](#)

est. 2010

meshit was founded by Lena Krampf und Ida Steixner in 2010. The graduates from Modeschule Hetzendorf rely on simple designs, special details and extraordinary cutting techniques. Through fair prices they want to make their fashion accessible to as many people as possible. In 2010, meshit was selected for the Emerge-Topshop-Project and in March, they presented their a/w collection 11/12 at the fashion fair Capsule in Paris.

Award for International PR

Award sponsored by: Unit F büro für mode

Prize for outstanding fashion design on an international level

Placement in an international press agency with assumption of costs

Dotation: EUR 15.000

Nominees:

[Christina Berger](#)

*1980

Christina Berger studied at the University of Applied Arts in Vienna under Raf Simons and Veronique Branquinho. In 2006, she received the Adlmüller scholarhip. In 2007, she debuted with a collection in Paris, followed by presentations in Berlin, Barcelona, Vienna and Shanghai. Since 2010, she has worked as a freelance designer for "Pleamble". In her fashion designs, she deals with clichés and societal perceptions of women and processes superficial constructions of femininity with intentionally provocative irony.

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[Michaela Buerger](#)

*1979

Michaela Buerger studied stage design at the Academy of Fine Arts Vienna, as well as fashion design at the University of Applied Arts Vienna under Raf Simons and Veronique Branquinho. Beside her work on collections for her own fashion label which have been presented during Paris Fashion Week since 2007, she has also worked for Véronique Leroy, Barbara Rihl, Lovlyrita, Mühlbauer and Maison Fabre. Her goal in the fashion business is to create timeless and persistent garments in order to counteract fast moving fashion trends.

Fashion Production Award of the Vienna Economic Chamber

Award sponsored by: Vienna Economic Chamber

Prize for outstanding design with consideration of individual style and high ambitions regarding the production level

Total dotation: EUR 20.000, bound to the production of a sample collection for the season fall/winter 2012/13 in a professional Austrian manufacturer

Nominees:

[mija t. rosa](#) (women's wear)

est. 2001

mija t. rosa was founded in 2001 by Julia Crepp, graduate from the University of Applied Arts in Vienna. Her designs deal with perceptions of women that representatively stand for self-determination, freedom of action and counteracting social barriers. Her collections are presented in forms that span more than one genre, such as dance performances. Special

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characteristics of her fashion designs are authenticity, timelessness, as well as highest quality standards.

[STEINWIDDER](#) (women's wear)

est. 2002 under the name unartig, since 2009 STEINWIDDER

STEINWIDDER - formerly known as unartig - was founded by Anita Steinwider in 2002. After majoring in architecture she devoted herself to fashion design and impresses with unconventional drafts focusing on structured surfaces, textures and graphic elements. Old stocks and secondhand goods serve as basic source material that get cut, ripped, torn and arranged in a new constellations and in this way are put into new topic-bound contexts. Her designs are sold in New York, Berlin and in her own store glanz&gloria in Vienna.

[Wilfried Mayer](#) (men's wear)

*1977

Wilfried Mayer graduated from the University of Applied Arts in Vienna under Raf Simons. Afterwards, he worked as a shoe designer for Bally in Milan. In 2005 he founded his own, Vienna-based fashion label and since 2006 he has been regularly presenting his men's wear collections in Paris. His designs indicate strong research in the areas of men's wear fashion and etiquette and include reflections on technical details as well as devotion to materiality.

[eric rainer](#) (men's wear)

est. 2006

eric rainer was founded in 2006 by Rainer Milalkovits, graduate from the University of Applied Arts in Vienna where he had been studying under Viktor & Rolf and Raf Simons, respectively. Ever since he founded his label in 2007 he has presented his collections regularly in Paris, was involved in the 2009 fashion trade show of the Austrian Textile festival for fashion & photography

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Industry and realized several furniture projects as part of Roman Kirchdorfer's design team. After he had focused on women's wear in the last years, he introduced eric rainer men's wear in 2010.

Erste Bank Fashion Award

Award sponsored by: Erste Bank

The Erste Bank Fashion Award honours an outstanding fashion collection from Central and Eastern Europe

Dotation: EUR 5.000

Presentation of the winner: [SUUS](#)

SUUS is the fashion label of Czech Hana Frišonsová (*1987). She studied fashion design and textile technologies at the Technical University of Liberec. Apart from working for her label SUUS, she also collaborated with the Prague atelier DVOJITA and worked as a fashion editor at the Czech WORN magazine.

Fashion-Videos der Nominee- bzw. Gewinner-Kollektionen von [Mark Glassner](#)

UNIT F Editorial Award 2011 powered by GoSee - Award for Fashion Photography

Presentation of the three winners in the categories Fashion, Portrait, Still Life

www.gosee.de

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The AFA Jury 11

ELKE BERNAERS / BELGIUM

Production manager of Brussels-based fashion label Sofie D'Hoore. Formerly working in leading positions for Raf Simons.

www.sofiedhoore.be

ULRIKE MÖSLINGER / GERMANY

Marketing manager and member of the executive board of Galeries Lafayette, Berlin. Formerly working in the Upper Austrian state government and as a committee member at Create Berlin.

www.galerieslafayette.de

Marios Schwab / ENGLAND

Founder and designer of fashion label Marios Schwab. Since 2009, creative director of legendary New York fashion house Halston.

www.marioschwab.com

www.halston.com

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Carlo Wijnands / NETHERLANDS

Founder of CARLO WIJNANDS FASHION CONSULTANCY, member of the Creative Advisory Board of the Amsterdam Fashion Week and the Foundation for Visual Arts, Design and Architecture (Fonds BKVB).

www.carlowijnands.com

Additionally in the jury for the Fashion Production Award of the Vienna Economic Chamber:

PATRIZIA FÜRNKRANZ-MARKUS / AUSTRIA

Founder and designer of the fashion label Pollsiri and guild master of the clothing trade Vienna.

www.pollsiri.at

ALEXANDER GEORGIEV / AUSTRIA

Founder and designer of the fashion label Alexander.

www.alexandergeorgiev.com

Committee member BMUKK:

OLGA OKUNEV / AUSTRIA

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