

Press Information

10 FESTIVAL FOR FASHION & PHOTOGRAPHY 7–17 JUNE 2010

Vienna, 17 May 2010 – **Just two more weeks: then the festival for fashion & photography, initiated by Unit F, will present 10 days of insights into the Austrian and international fashion scene.**

It's the final spurt for the two heads of Unit F büro für mode, *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, and their team, who have once again succeeded in setting up a multifaceted programme on the theme of fashion. This year, the **10 festival for fashion & photography**, which takes place from **7 to 17 June 2010**, will be strongly branded by **Unit F büro für mode's** 10-year jubilee.

The complete programme is available for journalists to download:

www.kunstpresse.at/10festival

For photo material and all press texts on the 10 festival for fashion & photography:

www.10festival.at

OPENING WITH GUERRILLA STORE 2010 IN THE VIENNESE FASHION HOUSE LISKA

This year the fashion festival will open with the **Guerilla Store 2010** on **Monday, 7 June 2010**, at **7:00 PM** in the Viennese fashion house **LISKA**, Hoher Markt 8, 1010 Vienna. Between **8 and 17 June**, Austrian fashion designers – *AND_i*, *AntoanetaSterevaDesign*, *ap_moDE.SIGN*, *Awareness & Consciousness*, *brandmair*, *CHRISTINA BERGER*, *eva blut accessories*, *HEADWEAR* by *BARBARA HABIG*, *house of boing*, *KATHARINA SCHMID*, *km/a*, *lila*, *LISKA* by *Thomas Kirchgrabner*, *mangelware*, *meshit*, *mija t. rosa*, *modernmartyr*, *petar petrov*, *Pia Mia*, *RINGKING*, *UTE PLOIER*, *VENI CREATRIX* and *Wendy & Jim* – will present an exclusive assortment of collection pieces, which were chosen by *Andreas Murkudis*, a successful Berlin businessman in the world of luxury articles, handcraft and fashion who has a number of stores in Berlin's Mitte district (www.andreasmurkudis.net). The *Neigungsgruppe Design / VIENNA DESIGN WEEK* made the selection of design objects from *DANKLHAMPEL*, *Marco Dessí*, *Thomas Feichtner*, *Dejana Kabiljo*, *POLKA*, *Patrick Rampelotto* and *Soda Designers*, which can also be purchased in the *Guerilla Store 2010*.

5 DAYS OF FASHION SHOWS

This year's highlight is the **AWARDS NIGHT 10**. On the occasion of the 10-year jubilee of Unit F büro für mode, the organisers of the **10 festival for fashion & photography**, *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, invite all to the **AFA–Austria Fashion Awards 2010** prize ceremony on **Wednesday, 16 June 2010**, at **8:30 PM** (admission 7:30 PM) in the **Semperdepot**, Lehargasse 6, 1060 Vienna. In attendance will also be the members of the international jury who will select the 2010 award winners: *Vera Capara* (www.capara.be), founder and designer in the Antwerp-based fashion label CAPARA, formerly active in leading positions with Dries van Noten, Martin Margiela and Gil Sander; *Siems Luckwaldt* (www.ftd.de), fashion and beauty director, editor of Jewellery & Watches and a fashion blogger for the German publishing house G+J Wirtschaftsmedien, *Pieter Mulier* (www.jilsander.com), chief designer of men's and women's accessories for the Jil Sander fashion house in Milan; *Vidya Narine* (www.lenewblack.com), founder and chief executive officer of the world's first online fashion showroom LENEWBLACK; and *Götz Offergeld*

(www.intersection-magazin.de), co-founder of the fashion and art magazine LIEBLING, founder and publisher of the German edition of Intersection Magazine.

The ceremony will be followed by presentations of the latest collections by previous outstanding AFA award winners – *Awareness & Consciousness* (www.awarenessandconsciousness.com), *DIPTYCH* (www.diptych.at), *house of the very island's...* (www.houseofthe.com), *Peter Pilotto* (www.peterpilotto.com), *pelican avenue* (www.pelicanavenue.com), *Isabelle Steger* (www.isabellesteger.com) and *Wendy&Jim* (www.wujsympathisant.com) – in celebration of Unit F's 10th birthday.

On **Monday, 14 June 2010, at 9:00 PM** (admission 8:00 PM), departure wirtschaft, kunst und kultur gmbh, the creative agency of the City of Vienna, presents the **departure fashion night** for the 6th time in the framework of the **10 festival for fashion & photography**, showcasing collections by *AND_i* (www.and-i.net), *Anna Aichinger* (www.annaichinger.com), *Doychinoff* (www.doychinoff.com), *Mühlbauer* (www.muehlbauer.at) and *mija t. rosa* (www.mija-t-rosa.com) in the **Semperdepot**.

Thomas Kirchgrabner, the chief designer of the Viennese fashion house LISKA, will also unveil his new 2010 autumn/winter collection in the framework of **LISKA by Thomas Kirchgrabner APOKALYPSE** on **Tuesday, 15 June 2010, at 9:00 PM** (admission: 8 PM) in the **Semperdepot**. For the third year in a row, the Viennese fashion house will present their own line LISKA by Thomas Kirchgrabner in the context of the **festival for fashion & photography**. In the collection for the coming winter, Thomas Kirchgrabner deals with the theme of the Apocalypse (Greek: reveal, revelation). The same-titled collection captures the beauty of destruction and is a perfect symbiosis of the colour spectrum of the four horsemen of the Apocalypse (white, red, black, grey), science fiction influences, and shapes of the human skeleton or muscle fibres. www.liskafashion.com

The **Show Angewandte 10** will once again feature the final projects by *Bernhard Willhelm's* fashion class. The University of Applied Arts Vienna fashion class will organise the Show Angewandte 10 on **Thursday, 17 June 2010, at 6:00 PM and 9:00 PM** in the **Schönbrunn Palace Orangery** as an independent event organiser within the **10 festival for fashion & photography**.

Furthermore, **the bachelor students of the Kunstuniversität Linz and the Vienna Fashion Institute Hetzendorf**, under the artistic direction of *Wally Salner* and *Johannes Schweiger* (___fabrics interseason), will present their work for the first time in the context of an exhibition and presentation on **Friday, 11 June 2010, at 8:00 PM** in the **Wittgenstein house**.

FASHION TALKS

IMRAN AMED, BRITISH FASHION AND ECONOMY EXPERT IN DISCUSSION WITH INTERNATIONAL FASHION EXPERTS

In the past years, Unit F büro für mode has become one of the most important cooperation partners of *go international* by the *WKO Wirtschaftskammer Österreich – Außenwirtschaft Österreich* and of *impulse/evolve* by the *aws – Austria Wirtschaftsservice GmbH* in the field of fashion. Unit F has continued these successful cooperations and this year hosts two Fashion Talks under the direction of the British fashion and economy expert *Imran Amed* (www.businessoffashion.net): **The shift from still image to moving image** (Tuesday, 8 June 2010, 4:00 to 7:00 PM) and **From Handcraft to High Tech – the future of European manufacturing** (Wednesday, 9 June 2010, 4:00 to 7:00 PM) in **Palais Schönburg**, Rainergasse 11, 1040 Vienna.

FASHION TALK (1 Day)

go international Talk – The shift from still image to moving image

With *Jaime Perlman*, *Testmag* and *British Vogue*, *Alistair Allan*, *Dazed Digital*, amongst others.

Additional participants will be announced with the Unit F Shortcuts.

Information and registration: www.10festival.at

The presentation and communication of fashion is currently undergoing a fundamental change. In an age of an immediate, digital flood of information, the image of fashion is no longer bound to the static world of photography and print media. A newly emergent fashion cosmos increasingly unifies photography, film, performance, music, art and technology. The result is a more multifaceted and exciting experience than ever before.

Electronic communication channels, intercontinental travel and business, and an equally so global exchange of ideas form the societal foundation for this new fashion culture. In the digital age, designers must find ways to reach a networked international audience – an audience that has come to terms with – and also fully exploits – the many possibilities the Internet offers. Where an own image website once made a first beginning now – since the introduction of Web 2.0 – is an almost endless palette of new media to communicate the visions of a designer. Since years, platforms such as SHOWstudio and Dazed Digital have been working with these new means of representation and, in the process, have contributed to creating a new awareness for the communication of fashion. In particular, the live streaming of fashion shows already enjoys an enormous popularity among fashion makers as well as the audience and has become the buzzword of this movement. In collaborations with filmmakers, web designers and VJs, designers now filter the quintessence of fashion as a generator and reflection of predominant cultural and social trends.

Will there no longer be fashion shows in the traditional sense in Paris, Milan, London and New York? And will printed magazines also disappear from the scene? Isn't it more effective and simpler today to follow a trend that began in the 1990s, adorn Lady Gaga and the likes in their music videos and reach a millionfold audience in a spectacular manner? Or is it fashion films that will disseminate the ideas – and creations – of the designer in the future?

FASHION TALK (Day 2)

Impulse|evolve Talk – From Handcraft to High Tech – the future of European manufacturing

With *Anne Chapelle*, CEO Ann Demeulemeester & Haider Ackermann

Additional participants will be announced with the Unit F Shortcuts.

Information and registration: www.10festival.at

In a time of globalisation and the relocation of each and every means of mass production to the East, highly-qualified West European manufacturers are confronted with an uncertain future. Without the possibility to compete in terms of price, the question arises of where the added value of high-quality production exists and whether or not there is even a market for it. How can know how that has been accumulated for decades or even centuries be preserved?

At the moment, it appears that the broad majority of consumers regard increasingly cheaper goods in increasingly shorter cycles as a fact. However, there is also a privileged stratum of quality conscious individualist consumers who are also interested in sustainably produced fashion that want and can afford this “luxury”. But is this really only a minority's demand for quality? Can we better speak of a trend where quality materials and production will come to the forefront in textile production once again?

Is there perhaps even a middle way between cheap mass production and individual custom fitting?

Can, for example, the model of mass customisation—where individualisation can be attained through the variation of a few but, from the customer's point of view, decisive features of the product—endure? If yes, then this is perhaps the last chance for the European production location to survive in the market and a way to preserve handcraft techniques passed on from generation to generation.

EIGHT VIEWS: EXHIBITION ON THE THEME FASHION AND PHOTOGRAPHY

In order to additionally enhance the already diverse festival programme with exciting and creative projects from the realms of fashion and photography, there was an open call for entries for fashion designers, photographers and cultural institutions for the first time in this year's **10 festival for fashion & photography**. The best submissions led to the group exhibition **Eight Views** where the recent works from young Austrian fashion photographers and designers can be seen: *Corina Gertz* (www.corinagertz.com), *Alexandra Hager* (www.alexandrahager.com), *Mira Löw* (miraloew.com), *Rosa Rendl* (www.rosarendl.com), *Sandra Schmidt* (www.mangelware.net), *Helga Traxler* (www.photosalonhelga.com), *Angela Wiedermann* (www.modernmartyr.com) and *Marko Zink* (www.markozink.de). The opening of **Eight Views** is on **Tuesday, 8 June 2010, at 7:00 PM** in **Contemporary**, Diehlgasse 51, 1050 Vienna. Eleven other exhibitions presented in the framework of the **10 festival for fashion & photography** are evidence of the great interest with which the Vienna fashion scene has followed the theme of fashion and photography.

Sponsors and Partners of the 10 festival for fashion & photography

Public Partners

Austrian Federal Ministry of Education, Arts and Culture (BMUKK) (www.bmukk.gv.at)
Wien Kultur (www.wien.gv.at)
aws – Austria Wirtschaftsservice GmbH (www.awsg.at/portal)
departure – wirtschaft, kunst und kultur GmbH (www.departure.at)
go international (www.go-international.at)
City of Vienna Press and Information Services (PID) (www.wien.gv.at/medien/pid)
Vienna Tourist Board (www.wien.info)
Vienna Chamber of Commerce (www.wko.at)
creativespace.at (www.creativespace.at)

Premium Partners

Erste Bank (www.kontakt.erstegroup.net)
flair – Austria's First International Fashion Magazine (www.flair-modemagazin.at)
Format – Austria's Weekly Magazine about Economy & Money (www.format.at)
Levi's (www.levis.com)
LISKA (www.liska.co.at)
The Ring – Vienna's Casual Luxury Hotel (www.thering.at)
Vöslauer (www.voeslauer.com)
Wien live (www.wienlive.at)

Partner

Academy of Fine Arts Vienna (www.akbild.ac.at)
Bombay Sapphire (www.akbild.ac.at)
Büro für Transfer (www.buerofuertransfer.at)
The Business of Fashion (www.businessoffashion.net)
consequences (www.consequences.at)
GoSee (www.gosee.de)
Hand2Hand (www.hand2hand.at)
MAK NITE© (www.mak.at)
moodley brand identity (www.moodley.at)
NOOVO (www.noovoeditions.com)
Ottakringer (www.ottakringer.at)
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perfectprops (www.perfectprops.at)
PhotographersLimitedEditions.com (www.photographerslimitededitions.com)
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quartier21 (www.m-q.at)
Rauch (www.rauch.cc)
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wienermodels (www.wienermodels.com)
VICE (www.viceland.com)
vienna.unlike (<http://vienna.unlike.net>)

Festival Partners

soundframe (www.soundframe.at)
VIENNA DESIGN WEEK (www.viennadesignweek.at)

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7–17 June 2010

Press Breakfast	Mon., 7 June 2010, 11 AM LISKA, Hoher Markt 8, 1010 Vienna
Visitor Information	www.10festival.at
Organisation	Unit F büro für mode Gumpendorfer Strasse 56, 1060 Vienna www.unit-f.at
Conception	Andreas Oberkanins, Unit F managing director and special projects director Ulrike Tschabitzer-Handler, Unit F creative director and content conception
Team	Johannes Keil, festival editor Andreas Reiter, designer assistant Mandana Tischch, project manager and production Sabine Volz, designer assistant Judith Zwanzger, festival editor, CvD Silvia Gattin, assistant Michael Neulinger, assistant Cornelia Hochholzer, intern
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Press Download	http://www.unit-f.at/presse/

Press Accreditation

Press accreditation gives journalists free access to all public festival events. We hope you will understand that we can only accept applications from those who support us with press coverage. **Accreditation** can be applied for on the Internet as soon as the website is online, from **Monday, 31 May 2010** (www.10festival.at > Press Corner and werner@kunstnet.at). **Press pass pick-up:** Please pick up your pass half an hour before the beginning of the respective event at the Press Corner; you must present your press ID.