

Press Release

10 FESTIVAL FOR FASHION & PHOTOGRAPHY 7–17/6/2010

(Vienna, Press Release from April 19th, 2010, updated on May 18th, 2010)

From 7 to 17 June 2010 the **festival for fashion & photography**, initiated and organised by **Unit F büro für mode**, goes into its fifth round. This year it will be strongly branded by Unit F's 10-year anniversary.

With more than 30 individual events at diverse locations across Vienna, the annual fashion festival has become a major event with a broad programmatic spectrum and is now firmly rooted in the Austrian fashion landscape as the most important promotion and presentation platform for Austrian and international fashion design and photography.

For 10 days the Austrian and international fashion scene will be presented in the Middle European metropolis. Fashion shows, exhibitions and performances on the theme of fashion photography will take place all over Vienna, along with discussions rounds about economy and fashion, Inside Fashion Tours through select Viennese fashion boutiques, studios and craft enterprises, and the already venerable **AFA–Austria Fashion Awards**. In addition to the programme conceived and organised by **Unit F büro für mode** especially for the **10 festival for fashion & photography**, increased cooperations with various media, fashion, art and cultural institutions as well as party organisers will bring even more diversity to the festival this year.

Since ten years **Unit F büro für mode** has been serving the Austrian fashion scene as an internationally networked promotion and presentation platform fostering professionalisation and internationalisation. Under the direction of *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, the Unit F team stimulates and advances the ongoing development of the domestic fashion scene.

ELFIE SEMOTAN SHOOTS IMAGE CAMPAIGN

The Image Campaign of the **festival for fashion & photography** has tradition and has always been an elementary component of the communication. It should help focus greater public interest on the Austrian fashion scene, which has gained reputation well beyond Austria's borders in the meantime. At the heart of the 2010 campaign are designer fashion and accessories by *AND_i*, *petar petrov*, *brandmair*, *__fabrics interseason*, *ring king*, *Melanie Haarhaus*, *RADIĆ/MORGER* and *Mühlbauer*. This year, the campaign is realised by a creative team consisting of the photographer *Elfie Semotan*, the art director *Albert Handler*, moodley brand identity, *Karoline Strobl*, responsible for hair und make-up, and the stylist *Christoph Pirnbacher*. The faces of the campaign are *Patrick Kafka*, a shooting star among Austrian male models, and *Ilvie Wittek* – both represented by the agency *wienermodels*.

FASHION AWARDS

This year, the **AFA–Austria Fashion Awards** will be presented for the 11th time to the most interesting and exciting fashion creations. Thanks to the great generosity of the public and private sectors, the prizes amount to **a total value of approximately 50,000 euros**.

- AFA–Austria Fashion Awards

- Fashion Award of the Austrian Federal Ministry of Education, the Arts and Culture (BMUKK)

A one-year grant to work with an international designer
Award money: 13,200 EUR (in Europe) to 18,000 (outside Europe)

- Fashion Award of the City of Vienna

Participation in an international fashion trade fair or festival
Award money: 10,000 EUR

- Unit F Award for International PR Award

Placement with an international press agency, payment of agency fees
Award money: 15,000 EUR

Additional Awards

KONTAKT. Fashion Award by Erste Bank

Erste Bank Fashion Award for Fashion Designers from Central and Eastern Europe

The **KONTAKT. Fashion Award by Erste Bank**, conceived by **Unit F büro für mode**, will be presented for the 5th time this year. The objective of this fashion award is to promote the outstanding creativity and exceptional potential of fashion designers from Central and Eastern Europe (Croatia, Czech Republic, Hungary, Romania, Serbia and Slovakia). This 5000 EUR fashion award should help launch and establish the career of an aspiring talent or label from the CEE states. The previous award winners are: Olah Gyarfas, Romania (2006); Slobodan Mihajlović, Serbia (2007); Jakub Polanka, Czech Republic (2008); and Tanja Bradaric, Croatia (2009).

UNIT F EDITORIAL AWARD 2010 powered by GoSee

Award for fashion photography for the first time in three categories: Fashion, Portrait and Still Life

As the leading medium of the new communication society, photography is developing more and more into an idea pool of pop culture, fashion and design. The power of fashion photography increasingly dominates the visual world. Fashion and trends can be created in a number of different ways, but it predominantly happens through fashion photography. In order to put this likewise indispensable field for the fashion scene in the spotlight, a cooperation between the German platform for photography **GoSee** and **Unit F büro für mode** opens a competition for the **EDITORIAL AWARD 2010** for the first time in three categories: Fashion, Portrait and Still Life. These editorials are characterised by their stellar creative and photographic quality (idea, technique, styling, hairstyling, make-up, etc.). Through the collaboration with GoSee (www.gosee.de), the presentation of the **EDITORIAL AWARD 2010** will expand across the entire German-speaking area for the first time.

FASHION SHOWS

On 11, 14, 15, 16 and 17 June 2010 in the Semperdepot, in the Schönbrunn Palace Orangery and in the Wittgenstein house.

On 14 June 2010 at 9:00 PM (admission 8:00 PM) in the framework of the **10 festival for fashion & photography**, departure wirtschaft, kunst und kultur gmbh, the creative agency of the City of Vienna, presents the departure fashion night for the 6th time showcasing collections by *AND_i*, *Anna Aichinger*, *Doytchinoff*, *Mühlbauer* and *mija t. rosa* in the Semperdepot. The presented designers were supported in the framework of departure's promotional programme.

Thomas Kirchgrabner from Linz, head designer for the furrier *LISKA*—which in addition to furs also sells clothing and accessories from the finest luxury brands—counts among Austria's most highly skilled fashion talents. With **LISKA by Thomas Kirchgrabner APOKALYPSE** he will present on Tuesday, 15 June 2010 at 9:00 PM (admission 8:00 PM) his new 2010 autumn/winter collection in the Semperdepot.

The **AWARDS NIGHT 10** is the highlight this year. On the occasion of **Unit F büro für mode's** 10th anniversary jubilee, *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, the organisers of the **10 festival for fashion & photography**, 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 Lehgasse 6, 1060 Vienna. In attendance will also be the members of the international jury who will select the 2010 award winners: *Vera Capara*, fashion designer, formerly for Martin Margiela and Dries van Noten; *Pieter Mulier*, design director accessories for Jil Sander; *Vidya Narine*, founder of the online showroom LENEWBLACK; *Siems Luckwaldt*, fashion and beauty director, lifestyle editor, G+J Wirtschaftsmedien; and *Götz Offergeld*, founder and publisher of Intersection Magazine.

This will be followed by presentations of the latest collections by the award winners from the last 10 years: *Awareness & Consciousness* (Fashion Award of the BMUKK 2002, Fashion Award of the City of Vienna 2008, Unit F Award for International PR 2009), *house of the very island's...* (Fashion Award of the City of Vienna 2004), *Peter Pilotto* (Unit F Award for International PR 2006), *pelican avenue* (Die Presse Award for International PR 2008), *Isabelle Steger* (Fashion Award of the BMUKK 2008), *Wendy&Jim* (Unit F Award for International PR 2001) and *Ali Zedtwitz* (Fashion Award of the BMUKK 2009).

In the framework of the **Show Angewandte 10**—a long time fixed component of the Vienna cultural scene—the final projects of *Bernhard Willhelm's* fashion class will be presented. The fashion class from the University of Applied Arts Vienna 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**. Bernhard Willhelm, head of the fashion class since October 2009, studied fashion design at the prestigious Royal Academy of Fine Arts in Antwerp from 1992 on. Trademarks of the German fashion designer, who made internships with Alexander McQueen, Vivienne Westwood, Walter van Beirendonck and Dirk Bikkembergs, are patchwork fabrics, eye-catching prints and oversized silhouettes.

Furthermore, **the bachelor students of the Kunstuniversität Linz and the Vienna Fashion Institute Hetzendorf**, under the artistic direction of *Wally Salner* und *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

hosted by **Imran Amed (Founder & Editor www.businessoffashion.com & Luxury Brand Adviser)**

FASHION TALK (Day 1)

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

The experience of fashion is radically changing. In times of instant, digitally-fuelled information, the fashion image is no longer confined to the static world of the printed photograph. Today we are confronted with a dramatic new fashion universe, where photography, film, performance, music, art and technology combine to create an infinitely richer landscape. The social condition out of which this new fashion culture emerges is provided by the shrinking of the world by way of electronic communication and intercontinental travel and exchange.

Attuned to the new possibilities ushered in by the electronic age, designers now speak to a mobile international crowd – a crowd that has come of age with the handling and utilisation of all means made available by the internet. Having started off with their own website, the introduction of web 2.0 has created a wide range of new media available to present the designer's vision. Platforms like SHOWstudio and Dazed Digital have long been working with the new possibilities and have thus been introducing an all new awareness when communicating fashion. Especially live streaming has become a keyword in this process and is being utilised massively by designers already. Working

collaboratively with filmmakers, web designers and VJs, these designers distil fashion into its elusive essence as a generator and reflector of current cultural and social ideas. What is left is the question about the future of the traditional biannual fashion shows held in Paris, Milan, London and New York. Will they cease to exist? And will printed magazines vanish, too? Could it be more effective these days to have the likes of Lady Gaga wear Dior and YSL in their videos – a spectacular way of reaching millions and millions of viewers that has its origins way back in the 90s? Could it fashion films sell the designers' ideas – and garments – in the future?

FASHION TALK (Day 2)

AWS TALK – From Handcraft to High Tech – the future of European manufacturing

In times of globalisation and outsourcing any kind of mass production to Eastern destinations, highly specialised and qualified manufacturing companies in Western Europe are facing a complicated task. Unable to compete on price, what is the added value of high quality manufacturing and is there a market for that? How can know-how that has been developing over decades, or in fact centuries, be kept alive? In today's world, it seems, a virtually infinite number of consumers has become used to constantly having ever cheaper and ever new products at their avail. They are opposed to another, a more privileged group of buyers – individualists increasingly concerned with higher quality and sustainable fashion, and willing and able to go for this bit of extra "luxury". But is this really just a minority or rather a more general trend back towards superior garments and thus manufacturing methods? Can there be a compromise between cheap mass produced garments and custom-made pieces? Is mass customisation – where only a few but, from a customer's point of view, decisive features are altered for individualisation – a model that will persist? If so, then maybe it is the ultimate chance for European manufacturers offering those services to compete with the cheaper production facilities in Eastern Europe and the emerging markets of India or China and hence preserve their heritage.

EXHIBITIONS, PERFORMANCES, CONCERTS

Numerous exhibitions, performances and concerts will take place at the **10 festival for fashion & photography**, such as: **Forever Famous**, an exhibition of photographic work by *Rankin, Roxanne Lowit, Arthur Elgort, Antoine Verglas, Timothy White, Gérard Uferas, Albert Watson* and *Michel Comte* in the renowned gallery PhotographersLimitedEditions.com; an installation by the fashion designer *Christina Berger* along with photography by *Rosa Rendl, Alexandra Hager, Corina Gertz, Helga Traxler, Marko Zink, Mira Löw, Angela Wiedermann (modernmartyr)* and *Sandra Schmidt (mangelware)* at the contemporary Gallery; a performance by the label *Natures of Conflict* during the MAK Nite; the Denim Project with *Michael Lanner* and *Moriz Piffel* at Ausstellungsraum.at; photographic work by *Adia Trischler* and *Andreas Waldschütz*; as well as photographs by *Alexander Chitsazan*, which were made for a cover shooting for the band *Madchen Amick* in Celeste. There is the exhibition "Fish and Chips, Twice Please?!" by the British fashion designer *Emma Bell* and the Slovenian curator *Polona Dolzan* at the freiraum quartier21 INTERNATIONAL and a performance of the fashion designer *Edith A'Gay* at the Pratersauna. Additional highlights will be *Bert Houbrechts'* Pop-Up Store at the Magazin Vienna.

GUERRILLA STORE 2010

This year the **Guerilla Store** will again be a gravitation point of the **10 festival for fashion & photography**. In the period from 7 to 17 June 2010 Austrian fashion designers will present the latest fashion trends, accessories and lifestyle products at LISKA, Hoher Markt 8, 1010 Vienna. *Andreas Murkudis* will make the selection this year. The native Greek business man who grew up in the GDR runs a concept store for luxury items in a backyard in the district Berlin-Mitte, a store one otherwise only knows from London or New York. The selection in his "Museum der Käuflichkeiten" (Museum of the Purchasables) ranges from fashion and beauty products to interior design. Since October 2009,

Andreas Murkudis, who sees himself a passionate collector of beautiful things, also offers his luxury articles online: www.andreasmurkudis.net

For the first time, select objects by Austrian product designers will be presented in cooperation with VIENNA DESIGN WEEK. Fine, exclusive vintage pieces from luxury brands will be on sale in cooperation with LISKA in a vintage corner.

The opening of the Guerilla Store is simultaneously the official opening of the **10 festival for fashion & photography**.

WIEN LIVE INSIDE FASHION TOURS

The fashion-loving crowd joined the 2009 shopping tours with great enthusiasm – all tours were fully booked. All the more a reason for the initiators of the **10 festival for fashion & photography** to continue the successful programme **Wien live Inside Fashion Tours** in 2010 with four shopping tours. While the main focus was on fashion stores in 2009, this year it will be the fashion designers—such as *Lena Hoschek*, *Ute Ploier* or *superated* with their new shop *Samstag*—who are the centre of attention and open their studio gates for a glimpse behind the scenes. Also classical craft enterprises such as *Mühlbauer* and *Scheer & Söhne* will join this year. The following fashion stores have confirmed their participation in the second edition of **Wien live Inside Fashion Tours**: *Nachbarin*, *Glanz & Gloria*, *modus vivendi*, *Wubet* and *gegenalltag*, amongst others.

PARTIES

Fashion is an expression of being alive. The numerous parties which will once again entice the dance-loving fashion crowd at the **10 festival for fashion & photography** include: **Vice Party**, **The Black Lodge Party** or the many parties at the **Pratersauna**. On the last day of the fashion festival, the **After Fashion Show Party of the Fashion Class of the University of Applied Arts** will form the official finale.

SERVICES FOR INTERNATIONAL GUESTS

The **10 festival for fashion & photography** again pays special attention to its international guests. *The Ring, Vienna's Casual Luxury Hotel*, offers a special rate: Stay in Vienna's most fashionable design hotel on the Wiener Ringstrasse. Ask for the 10Festival Rate@The Ring at reservation@theringhotel.com

For perfect orientation with all events and venues, the entire festival programme can be called up on the go via *City Guide unlike.net*, the mobile companion for international festival visitors. Beside the **10 festival for fashion & photography** official programme, locations and select events, guests can also find comprehensive, clearly arranged recommendations for restaurants, bars, clubs, shops, etc. under the address **vienna.unlike.net**.

Sponsors and Partners of the 10 festival for fashion & photography

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Partners

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Puls4 (www.puls4.com)
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Festival Partner

soundframe (www.soundframe.at)
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10 FESTIVAL FOR FASHION & PHOTOGRAPHY
7–17 June 2010

Press Breakfast Mon., 7 June 2010, 11 AM
LISKA, Hoher Markt 8, 1010 Vienna

Visitor Information www.10festival.at

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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.