



CVS OF THE NOMINEES 2009

Fashion Award of the Federal Ministry for Education, the Arts and Culture  
(Modepreis des Bundesministeriums für Unterricht, Kunst und Kultur)

**Ali Zedwitz**

Ali Zedwitz studied fashion at the University of Applied Arts Vienna under Raf Simons and Veronique Branquinho. Before completing her degree in Vienna she worked as junior designer at Jil Sander for one year. In her pursuit of inspiration detached from the concrete, Ali Zedwitz deliberately renounces the influence of an actual theme. Spontaneously, expressively and from the unconscious, she reflects on the minimalised artistic means of expression in a design that in its clear structure appears immediate and direct. The composition alone determines the design. Movement, form, colour, structure and pattern merge into an image of contemporary reality. A Weekday scholarship holder, Ali Zedwitz is currently working on her first collection for sale, which she will present in August 2009.

**Alexandra Zedwitz, \*1983 in Vienna, Austria**

2008	Rondo Swarovski Award
2001-2008	Studies at the fashion department at the University of Applied Arts under Raf Simons and Veronique Branquinho
2005-2006	Junior designer at Jil Sander (womens wear), Milan
2005	Internship at Wendy&Jim
2003	Diva Editorial Award

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Available at

MAK Design Shop (Vienna)

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**Christina Steiner**

Christina Steiner has been studying at the Fashion Department of the University of Applied Arts Vienna since 2004 and will graduate in the summer of 2009. Her work always has a conceptual approach, she draws her inspiration from themes far off the fashionable and social mainstream. Nature, art, chemistry and physics are thus as important to her work as clear cuts and a strong attention to silhouettes. Moreover, in her collections she also attempts to change her materials with regard to design and substance.

**Christina Steiner, \*1982 in Steyr, Austria**

2004-2009	Studies at the fashion department at the University of Applied Arts Vienna under Raf Simons and Veronique Branquinho
2007	Participation in an art exhibition at gallery L'union, Rome
2006	Recipient of the Adlmüller Scholarship, Embroidery project for Licon/Hermann Frankhauser
since 2005	Dresser and sewer at a musical- and opera-house in Vienna (Vereinigte Bühnen Wien)
2002-2004	Studies at the HBLA, fashion college Herbststrasse, Vienna
2003	Participation in a costume project at the State Opera Vienna

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## Fashion Award of the City of Vienna (Modepreis der Stadt Wien)

### Christina Berger

"I design fashion for contemporary heroines who were born sexy, intelligent, sensitive and with a sense of humour." Wonder Woman as the underlying concept, Christina Berger works her way through clichés, mostly the different images of women and the construction of femininity, with clear cuts and a great deal of irony. In 2008 she was nominated for the Fashion Award of the City of Vienna.

### Christina Berger, \*1980 in Villach, Austria

2009	Presentation of the AW 09/10 collection "You did a great blow job, brigitte! Yours Fredl M" at PHB Club during Berlin Fashion Week and at the Pret a Porter Paris
2008	Nominated for the Fashion Award of the City of Vienna
2008	Presentation of the SS 09 collection "W.U.R.S.T" at showroom Apartment, Berlin
2008	Presentation of the AW 08/09 collection "Heidi was a serial killer, Volume 2" at showroom Apartment, Berlin
2008	Exhibition "black and white" at Bread&Butter, Barcelona
2007	Presentation of the AW 07/08 collection "Auto Erotik" at showroom Anna Flatz , Paris
2006	Founding of the own womens wear label Christina Berger based in Vienna
2006	Fred Adlmüller Scholarship
2006	Exhibition "100 dresses" at MQ, Vienna
2003-2008	Studies at the fashion department at the University of Applied Arts Vienna under Raf Simons and Veronique Branquinho
2003	Workshop bespoke shoemaking at Central St. Martins College
2002-2003	Fashion Institute Vienna Hetzendorf, scholarship of the City of Vienna
2002	Workshop at London College of Fashion
1999-2001	German philology and communication science at the University of Vienna

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### Available at

Apartment (Berlin), The Hunter (Berlin)

## Fashion Award of the City of Vienna (Modepreis der Stadt Wien)

### RADIĆ / MORGER

The label RADIĆ / MORGER was founded by Priska Morger and Danijel Radić. Priska Morger studied fashion at the Academy of Applied Arts Basel, was first assistant to Raf Simons between 1996 and 2001 in the creative sector in Anwerp and has been working at the University of Applied Arts Vienna since 2005, providing creative assistance at the fashion department under the direction of Veronique Branquinho. Danijel Radić graduated from the fashion department at the University of Applied Arts Vienna under Raf Simons and Veronique Branquinho and designed a limited collection for Mühlbauer Fashion in Vienna where he was working as a freelance designer in the hats department between 2003 and 2007.

The brand, RADIĆ / MORGER, emphasises the needs of modern women who are constantly faced with different constructions of femininity. The selection of their designs ranges from clothing to accessories. With their work they aim to lend expression to the specific situations of women. A certain raw elegance and functional details are the ingredients of the unique style of the label. The designs by RADIĆ / MORGER should reflect on modern femininity from a male as well as from a female perspective, drawing the power and tension of their creations above all from their work as a team.

### **RADIĆ / MORGER, founded in 2007**

2008	Live performance & video screen at 9 festival for fashion & photography/departure fashion night
2008	Image presentation of the label during fashion week in Paris
2007	Founding of the label RADIĆ / MORGER by Danijel Radić and Priska Morger

**Priska Morger, \*1968 in Zürich, Switzerland**

since 2005	Creative assistant for Veronique Branquinho at the fashion department, University of applied Arts, Vienna
2002-2005	Freelance consultant designer for Haider Ackermann
1996-2001	First assistant designer to Raf Simons, Antwerp
1998	Diploma with honors at the Academy of Applied Arts Basel (fashion department), Switzerland

**Danijel Radic, \* 1977 in Vienna, Austria**

2007	Diploma at the University of Applied Arts Vienna (fashion department) under Raf Simons and Veronique Branquinho
2007	Presentation of a limited SS 07 collection at the new flagshipstore "Mode Mühlbauer", Vienna
2005	Recipient of the Fred Adlmüller Award
2003-2007	Freelance consultant designer for hat manufacturer Mühlbauer, Vienna

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Available at

PARK (Vienna), Haltbar Store (Munich), Plateforme Bureau ( Paris), ED Brachfeld Gallery (Paris)

## Unit F Award for International PR (Unit F Preis für Internationale Presse)

### Awareness & Consciousness

Christiane Gruber, the person behind the label, is dedicated to the material jersey. The feel and fall of the material denote the basic idea of every collection. The cuts are based on a clear stylistic language and come together to form flowing silhouettes. The accompanying, complementary accessories are produced in collaboration with the artist Anneliese Schrenk.

In 2008 Awareness & Consciousness was nominated for the Fashion Award of the City of Vienna.

### Christiane Gruber, \*1975 in Waldbach, Austria

2008	Winner of the Fashion Award City of Vienna; 'Geom' exhibition together with Bettina Komenda, Bert Houbrechts and Alan Civmak; costume design for the 'Original Grethe Wisenthal-Dance-Festival', Vienna
2007	Exhibition "ENDE NEU" at Park, Vienna; Winner of "Ringstraßen Galerien" Designer Award; Participation at the UO-Fashion Show, 7 festival for fashion & photography
since 2005	Presenting the Awareness & Consciousness collections regularly at Showroom Rendez-Vous Femme Paris
2005	Founding of the label "Awareness & Consciousness" and cooperation with artist Anneliese Schrenk for the accessories
2003	Internship with Haider Ackermann and A.F. Vandevorst
2002	RONDO Award; Barclay Catwalk, Zürich
1996-2002	Studies at the fashion department at the University of Applied Arts Vienna under Jean-Charles de Castelbajac, Viktor&Rolf and Raf Simons
2001	Fred Adlmüller Scholarship; DIVA Editorial Award; Participation at GWAND, Luzern

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### Available at

PARK (Vienna) Foundfiles/Aquagirl (Tokyo), Doshaburi (Barcelona), Shine (Hongkong), Xanadu (Tokyo), Set and Sekt (Basel), sprmkt (Amsterdam), MK74 (London), Noozi (Bahrain), [www.styleserver.de](http://www.styleserver.de)

### Published in

IQ Style, FIRST, SLEEK

## Unit F Award for International PR (Unit F Preis für Internationale Presse)

### Wilfried Mayer

“Menswear for the elegant in the dynamic area of friction between idolatry and mimesis.” In his collections, which are accurately and most carefully crafted, Wilfried Mayer dives deep into the costume history of menswear and the etiquette connected to it. With high standards regarding material and workmanship, he creates dignified menswear that does not end with references but rather starts there.

In 2008 Wilfried Mayer was nominated for Die Presse Award for International PR.

### Wilfried Mayer, \*1977 in Austria

2008	Funding by departure, promoter in the fields of economy, for his positioning on the international market
since 2006	Presentation of the Wilfried Mayer men's collection in Paris
2005	Founding of own menswear label Wilfried Mayer based in Vienna
2005	Participation at the Festival International de Mode et de Photographie á Hyères
2004-2005	Junior designer for Bally, men's shoes, Milan, season AW 05/06 and SS 06
2004	CI-Sneaker project with Mobilkom Austria and Bata Shoes, Czech Republic
2003	Internship at Carol Christian Poell, Milan, shoe design for Premiata men's collection SS 04
2002	Internship at Miguel Adrover, New York
2000-2004	Studies at the fashion department at the University of Applied Arts Vienna under Raf Simons
1999, 2000	Textile and fashion Design with Maria Blaisse, Edwina Hörl and Eva Blut at the International Summer Academy for Fine Arts, Salzburg
1999-2000	Political science and philosophy at the Università degli Studi di Pavia, Italy
1995-1999	Political science, philosophy and communication science at the University of Vienna

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### Published in

WOUND Magazine, VS. Magazine, ACHTUNG Zeitschrift für Mode, NY Times, Le Monde