

## 9 FESTIVAL FOR FASHION & PHOTOGRAPHY 28/5–10/6/2009

From **28 May to 10 June 2009** the **festival for fashion & photography** initiated and organized by Unit F Büro für mode goes into its fourth round. As a focal point bringing together Austrian fashion designers and fashion enthusiasts from far and wide, the festival has become a fixed star on the Austrian fashion firmament.

For the past nine years **Unit F büro für mode** has been serving the Austrian fashion scene as an internationally networked promotion and presentation platform fostering professionalism and an international orientation. Under the leadership of *Ulrike Tschabitzer-Handler* and *Andreas Oberkanins*, the team at Unit F stimulate and support the ongoing development of the native fashion scene.

**On ten days** Vienna will become a fashion mecca showcasing the Austrian and international fashion scene in all its contemporary diversity. Fashion shows, presentations of current collections and exhibitions of fashion photography will take place all over the city, accompanied by a symposium on the theme of Fashion and the Business of Fashion, fashion tours through selected Vienna boutiques and the already venerable **AFA–Austria Fashion Awards**. In addition to its own program, which Unit F büro für mode conceives and organizes expressly for the **9 festival for fashion & photography**, Unit F's increased cooperation with various media, fashion and art institutions as well as party organizers will bring even more variety to the fashion festival this year.

### IMAGE CAMPAIGN

In order to focus greater public interest on the Austrian fashion scene, the image campaign is an elementary component of the communication for the **festival for fashion & photography** every year. This year the campaign is being conducted by a creative team made up of art director *Albert Handler*, moodley brand identity, photographer *Jork Weismann* from Shotview Photographers Mngt., *Caroline Strobl*, responsible for make-up and hair, and stylist *Markus Ebner* from ACHTUNG fashion magazine.

One of the faces in this year's campaign is *Patrick Kafka*, shooting star among the Austrian male models, who is featured in the new Trussardi campaign and others.

### FASHION AWARDS

The most interesting and captivating among the fashion creations will be recognized in the **AFA–Austria Fashion Awards** and, thanks to the generosity of the private sector, designers will have the chance to win prizes overall valued at up to 60,000 EUR.

- **AFA–Austria Fashion Awards**
  - **Fashion Award of the Austrian Federal Ministry for 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 EUR (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**  
Placement with an international press agency, payment of agency fees  
Award money: 15,000 EUR

### **Additional awards**

- **Kontakt. Fashion Award by Erste Bank**  
Fashion award sponsored by Erste Bank for fashion designers from Central and Eastern Europe  
Award money: 4,000 EUR
- **Editorial Award – Award for Fashion Photography**  
Distinction for the best unpublished fashion editorial  
Award money: 3,000 EUR
- **so fresh. the jewellery award by Pierre Lang**  
Jewellery award sponsored by Pierre Lang for contemporary European jewellery design  
Award money: 10,000 EUR

### **SHOWS**

**so fresh. the jewellery award by Pierre Lang**, one of the most highly endowed and in the meantime best-known jewellery prizes in Europe, will recognize in 2009 for the fourth time an outstanding talent in the field of contemporary jewellery design. Selected by an international expert jury, the winning works will be showcased in a live presentation.

*departure – wirtschaft, kunst und kultur gmbh*, a contact centre and promotional agency for creative industries in Vienna, will present the fifth annual **departure fashion night** at the **9 festival for fashion & photography**. On view will be collections by fashion designers who are supported as part of departure's promotional programs.

At the **Show Angewandte 09**, long a fixed component of the Viennese cultural scene, final exam projects by the fashion class of *Veronique Branquinho* will be presented. The University of Applied Arts Vienna will organize the Show Angewandte 09 independently as part of the **9 festival for fashion & photography**.

### **SYMPOSIUM FASHION 2.0**

In view of the fraught economy and an up-and-coming, internationally recognized young Austrian fashion scene, Unit F büro für mode will for the first time take the opportunity at the **9 festival for fashion & photography** to examine in the course of two symposia the new economic challenges on the fashion market. In times of crisis, when traditional ways are being called into question and new models explored, smaller enterprises that are not yet established in the market are called upon to exercise their creativity in opening up new sales channels and markets beyond the major corporations. Together with the financial magazine *FORMAT*, Unit F büro für mode will pursue the question of what role the Internet already plays today in the communication and marketing of fashion, trying to discover where the future potential of this medium lies. As partner for accommodating symposium guests, Unit F has been fortunate to gain the support of *The Ring, Vienna's Casual Luxury Hotel*.

On **Friday, 5 June 2009** the **E-Tailing Symposium** will offer the opportunity at **k/haus – Künstlerhaus Wien**, Karlsplatz 5, 1010 Vienna, to learn how the new Internet distribution channels work. Today webshops offering luxury and designer goods are flooding the online market. In some cases, international designers even offer their collections for sale on their own websites. Luxury Internet auctions lure customers with luxury items at bargain-basement prices. The dark side of this development is that spams touting counterfeit luxury goods are inundating inboxes, becoming a serious threat for consumers. This topic will be addressed by *Imran Amed* ([www.businessoffashion.net](http://www.businessoffashion.net)) in discussion with representatives of Internet portals that sell contemporary fashion.

On **Saturday, 6 June 2009** journalist *Joachim Bessing*, editor of the book “Tristesse Royale” (1999) and journalist for the “Welt am Sonntag” newspaper will host the **Blogger Symposium “Fash Clash: Discussing the Digital Controversy”** at the **Bulgarian Culture Institute Haus Wittgenstein**, Parkgasse 18, 1030 Vienna, together with a high-calibre expert team made up of *Scott Schuman*, operator of the fashion blog [www.thesartorialist.com](http://www.thesartorialist.com) (invited), *Imran Amed*, *Diane Pernet*, fashion journalist ([www.ashadedviewonfashion.com](http://www.ashadedviewonfashion.com)), *Susanna Lau*, aka *Susie Bubble*, journalist at “Dazed & Confused” and independent fashion blogger ([www.stylebubble.type.com](http://www.stylebubble.type.com)) and *Johannes Thumfart*, journalist ([www.hintmag.com](http://www.hintmag.com), [www.modabot.de](http://www.modabot.de)).

## EXHIBITIONS, FILM SCREENINGS

Just like last year, Unit F büro für mode will be devoting its attention in 2009 to the theme of photography and fashion, this year with three exhibitions.

A beauty in the spotlight of Austrian fashion photography: selected Austrian master photographers will focus their lens on a shooting star for *flair*, Austria’s first international fashion magazine. The pictures, which will be published in the June issue of *flair*, will debut at the opening of the **9 festival for fashion & photography** on **Thursday, 28 May 2009** as part of an exhibition at the **Bulgarian Culture Institute Haus Wittgenstein**, Parkgasse 18, 1030 Vienna. *flair* is on board as festival partner for the first time this year.

**VICE Magazine** and the Danish cult label *WOOD WOOD* will curate for the duration of the **9 festival for fashion & photography** a photo exhibition and a temporary Concept Store. Together, they will bring a unique international selection of up-to-the-minute streetwear and photography to Vienna. For a short time this city, otherwise not always up on the latest trends, will become a focal point of young, fashion-conscious hipster culture. Both the shop and exhibition will be set up in the same place, which will remain a secret until shortly before the opening.

At the **9 festival for fashion & photography** *MAK NITE*® and *DROME magazine* will present the project **Gloomy Sunday** at the **MAK – Österreichisches Museum für angewandte Kunst/Gegenwartskunst** Stubenring 5, 1010 Vienna. *Angelo Cricchis*, Italy’s most popular fashion photographer, will show her latest photo series, revolving around the themes of melancholy, glamour, art, photography and video. *Diane Arbus*, *Sylvia Plath*, *Sarah Kane*, *Jean Seberg*, *Isabella Blow*, *Dalida*, *Capucine*, *Didone*, *Cleopatra*, ... all of these wonderful and unforgettable women shared a tragic fate: they chose to end their lives with suicide.

International fashion icon *Diane Pernet* created in **A Shaded View On Fashion Film** the first film festival on the theme of **Fashion, Style and Beauty**. Since 2005 she has been the driving force behind *AShadedViewOnFashion.com*, one of the major international fashion platforms and creative networks. In 2008 the film festival *A Shaded View On Fashion Film* debuted at the Jeu de Paume National Gallery in Paris. For three days *Diane Pernet* presented short, music and art videos by designers, stylists, photographers and art directors such as *Linda Evangelista*, *Jeremy Scott* and *Dita von Teese*. As part of the **9 festival for fashion & photography** the **Austrian film premiere** of **A Shaded View On Fashion Film** will take place at the **Filmhauskino**, Spittelberggasse 3, 1070 Vienna, with personal appearances by *Diane Pernet* and *David Herman*.

## GUERRILLA STORE 2009 hosted by [creativespace.at](http://creativespace.at)

Once again this year, the **Guerilla Store** will be set up in cooperation with the *Vienna Chamber of Commerce and Industry*. From **6 to 27 June 2009** Austrian fashion designers will present current fashion trends, accessories and lifestyle products at the **Advanced Minority Art Space**, Westbahnstrasse 22/Ecke Zieglergasse, 1070 Vienna. This year the selection will be made by *Robin Schulié*, head buyer for the internationally renowned boutique *Maria Luisa* in Paris and additional stores in Hong Kong and Doha/Qatar ([www.marialuisaparis.com](http://www.marialuisaparis.com)). As part of the opening, collection pieces by the approximately 20 Austrian designers available in the shop will be presented in a Guerilla Trunk Show.

## WIEN LIVE INSIDE FASHION SHOPPING TOURS

In 2009 Unit F büro für mode will take the **9 festival for fashion & photography** down new roads. On five days the fashion festival will spirit visitors away on **Wien Live Inside Fashion Shopping Tours**. Five style-conscious insiders from the fields of fashion, design, music, art and business will invite fashion fans to join them on visits to three to five of their favourite Vienna stores. As a high point of these shopping tours, *LISKA* will show the current collection by head designer *Thomas Kirchgrabner* and present a new feature in their range – the women's collection by *Petar Petrov*.

## PARTIES

Fashion is an expression of joy in being alive. The many parties that will once again lure dance-happy fashion fans at the **9 festival for fashion & photography** this year include **I die. BanANNAs Celebrating Fashion 2.0-Party** (stylishkidsinriot.com, stylekingdom.com), **spike magazine party**, **VICE 2nd Birthday Party** and **house of the says...HELLO! is it me you're looking for?** The **After Fashion Show Party of the Modeklasse** on the last day of the fashion festival will be the official wind-up to this year's fashion party season.

## SERVICES FOR INTERNATIONAL GUESTS

The **9 festival for fashion & photography** will devote special attention to its guests, including those from abroad: *The Ring, Vienna's Casual Luxury Hotel* is offering a special room rate. Guests can stay at Vienna's newest design hotel on the Ringstrasse for 199 EUR. This price is per room, per night, not including breakfast, in the period from 28/5 – 10/6/2009 upon request and subject to availability.

For the first time the entire festival program can be called up while on the go via *City Guide unlike.net*, the mobile companion for international festival visitors – for perfect orientation with all dates and locations. At **vienna.unlike.net** guests can find the official program of the **9 festival for fashion & photography**, the venues and selected events, along with extensive, clearly arranged suggestions for restaurants, bars, clubs, shops, etc.

**In case you need any photo material or more detailed information on the 9 festival for fashion & photography you may request these from me. Press text and photo material for the 9 festival for fashion & photography are also available for download at [www.unit-f.at/press](http://www.unit-f.at/press). We will communicate the detailed program in time.**

I am looking forward to hearing from you!

Kind regards

Christina Werner

Press / 9 festival for fashion & photography

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## **Sponsors and partners of the 9 festival for fashion & photography**

### **Public partners**

BMUKK – Federal Ministry for Education, the Arts and Culture  
departure – wirtschaft, kunst und kultur gmbh  
PID – Press and Information Service of the City of Vienna  
Wien Kultur  
Vienna Tourist Board  
Vienna Chamber of Commerce and Industry/Wirtschaftskammer Wien  
creativespace.at  
Landesinnung Wien der Bekleidungsgerber

### **Premium partners**

Erste Bank  
flair – Österreichs erstes internationales Modemagazin  
Wirtschaftsmagazin Format  
H&M  
Levi's  
Pierre Lang  
The Ring, Vienna 's Casual Luxury Hotel  
Wien *live*

### **Partners**

Academy of Fine Arts Vienna  
A Shaded View On Fashion Film  
B EAST Magazine  
Bombay Sapphire  
Martini  
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MAK NITE©  
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Katha  
perfectprops  
radio FM4  
PULS 4  
Shotview Photographers Mngt.  
spike ART QUARTERLY  
tempo modelmanagement  
The Business of Fashion  
Stella models  
UO Urban Ottakringer  
wienermodels  
www.stylekingdom.com  
www.stylishkidsinriot.com  
VICE  
vienna.unlike

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28/5–10/6/2009

- Press breakfast** THU 28/5/2009, 11 a.m.  
Restaurant “at eight”, Hotel The Ring  
1010 Vienna, Kärntner Ring 9
- Visitor information** [www.9festival.at](http://www.9festival.at) online from late April
- Organizer** Unit F büro für mode  
1060 Vienna, Gumpendorfer Strasse 56  
[www.unit-f.at](http://www.unit-f.at)
- Conception** Andreas Oberkanins, managing director and  
project director, Unit F  
Ulrike Tschabitzer-Handler, creative director and  
content conception, Unit F
- Organization** Birgit Huber, production director  
Sabine Volz, Andreas Reiter & Alex Helminger,  
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Claudia Reifberger, customer projects  
Thomas Brandstätter, editor  
Judith Zwanzger, editor & CvD  
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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, until **Friday, 22 May 2009** ([www.9festival.at](http://www.9festival.at) > Press Corner). **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.

Vienna, 7 April 2009