

Programme

Last updated: 25/5/2009



festival for fashion
& photography

28/5-10/6
2009

presented by Unit F büro für mode
www.9festival.at

Thu 28/5/2009

Exhibition & Festival Opening

flair 0609

Austrian Fashion Photography

On the occasion of the first cooperation with the *9 festival for fashion & photography*, *flair* Austria dedicates its entire June issue to the best native fashion photographers and one single girl. The versatile beauty is placed into the right light by Austria's shooting stars, with *flair's* international fashion editors presenting the most important fashion trends of the summer 09. From reduced studio settings to uniquely atmospheric locations – a fashion-photographic portfolio, allowing for fascinating possibilities of comparison. Presented will be the photos of the various productions as part of an exhibition.

Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna

Opening: 7 pm

Exhibition : 29/5–10/6/2009

Opening hours: daily 9 am–5 pm

Entrance free

FRI 29/5/2009

Shop & Exhibition

WWXV SHOP

Pop-Up Store by WOOD WOOD and VICE with Photo Exhibition

The Danish cult label, *WOOD WOOD*, the infamous *VICE Magazin* and the Berlin *Pool Gallery* have joined forces for a pop-up store in Vienna. The aim is to make coveted limited editions, fashion and art, for which you would otherwise have to put up with costly trips to other trend capitals, available in Vienna for a short time.

austellungsraum.at, Gumpendorfer Strasse 23, 1060 Vienna

Opening: 7 pm

Duration: 30/5–10/6/2009

Opening hours: daily 12 pm–8 pm, Saturday till 6 pm

Entrance free

Party

VICE 2nd Birthday Party

Line-up: *Krazy Baldhead* (live, Ed Banger Rec./Paris), *Ezra Bang & Hot Machine* (live/NY), *Kamp & Whizz Vienna* (live/Vienna Int. Records, Vienna), *The Swingers* (live/Vienna), *Die Eternias* (live), *DJ Karl Oskar and DJ BSS* (Wood Wood/Copenhagen), *Felix Leiter* (pssst!, supercity), *Paul Raal* (VICE)

Rosenhügel Filmstudios, Speisinger Strasse 121–127, 1230 Vienna

10 pm

Tickets from 10/5/2009 exclusively at viceland.at

TUE 2/6/2009

Professional

Production for Fashion Designers

Between the demand for quality and economic viability

Industry experts present international Best Practice Examples from the field of production for fashion designers and discuss the respectively specific factors of success. This is followed by a discussion on whether and how the presented models can be applied to the location Vienna.

Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna

3 pm

Event for professionals

Registration at heinz@unit-f.at

Participation is free

Wien *live* Inside Fashion I-IV

Shopping Tours

For the Stadtmagazin Wien *live*, selected fashion insiders and style-conscious personalities will be taking fashion-interested audiences on a tour through their favourite Vienna fashion shops.

Shop

Wien *live* Inside Fashion I

Shopping Tour with Doris Schretzmayer & Florian Horwath

The renowned Austrian actress, *Doris Schretzmayer*, starred in numerous cinema and TV productions.

She is currently on stage at the Theater Rabenhof in *Kottan ermittelt*. Florian Horwath is a musician and fashion designer, who, together with the German designer, *Frank Leder*, founded the fashion label *the essence*. His last album, *Sleepyhead*, contains a duet with *Nina Persson*, front lady of the Cardigans.

The tour will take the tour participants to the best addresses regarding the local fashion avant-garde.

After the tour *Thomas Kirchgrabner* will show his new collection at the fashion house Liska am Hohen Markt.

Shops: *PARK – Sterngasse4 – Boutique Chegini*

For tour details and registration please visit www.9festival.at and www.wienlive.tv.

Exhibition

My Best of 8

open air photo exhibition by Klaus Vyhnalek

Klaus Vyhnalek documented the *8 festival* in photographs and shows a selection of his personal favourites. The exhibition is shown in display windows on Schönbrunner Strasse.

Schaufenster bei DIE VERLEIHKONKELS, Schönbrunner Strasse 31, 1050 Vienna

Private View: 7 pm

Exhibition duration: 3–10/6/2009

Show

LISKA

by Thomas Kirchgrabner

The chief designer of the exclusive fashion house presents his collection, *LISKA by Thomas Kirchgrabner*, in a fashion show.

LISKA, Hoher Markt 8, 1010 Vienna

Doors open: 7.30 pm

Show: 8 pm

Registration at office@liska.co.at

Entrance free

WED 3/6/2009

Awards Night

AFA–Austria Fashion Awards 09

Presentation of the nominees for the Austria Fashion Awards and selection of the award winners by the jury.

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

Nominees: *Christina Steiner, Ali Zedtwitz*

Fashion Award of the City of Vienna

Nominees: *Christina Berger, RADIC / MORGER*

Unit F Award for International PR

Nominees: *Awareness & Consciousness, Wilfried Mayer*

KONTAKT. Fashion Award by Erste Bank

Presentation of the winner: *Tanja Bradaric*

Visuals of the nominees' collections by

Diane Pernet, René Habermacher and Antoine Asseraf A Shaded View On Fashion

Editorial Award by Unit F – Award for Fashion Photography

Presentation of the winner: *Helga Traxler*

Semperdepot, Atelierhaus der Akademie der bildenden Künste Wien, Lehárgasse 6, 1060 Vienna

Doors open: 8 pm

Start: 9 pm

By invitation only

THU 4/6/2009

Award/Show

so fresh. the jewellery award by Pierre Lang

Shows by the winner & talents 2009

For the fourth year running in 2009, one of the best-endowed and also best-known jewellery awards in Europe is given to an outstanding contemporary jewellery design talent.

Winner: *Matthias Grotevent*, Germany

Talents:

Hanna Hedman, Sweden

Veronika Meierhofer, Austria

DJ Hüseyin Evirgen

Semperdepot, Atelierhaus der Akademie der bildenden Künste Wien, Lehárgasse 6, 1060 Vienna

Doors open: 8 pm

Start: 9 pm

Entrance free

FRI 5/6/2009

Symposium

go international Talks

FASHION 2.0 - E-Commerce Day

The internet as a distribution platform for fashion and as a marketing tool for the intensification of brand engagement is on the rise. The symposium – supported by go international, an initiative of *WKO/AWO* and *BMWFJ* – discusses the current state of developments, the advantages and disadvantages as well as the Do's and Don'ts regarding the sale of luxury items on the internet.

Host: *Imran Amed* – www.businessoffashion.net

Participants: *Sarah Curran* – www.my-wardrobe.com

José Neves – www.farfetch.com

Stefanei Phair – www.theoutnet.com

Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna

Start: 2 pm

Estimated end time: 5 pm

Registration at ecommerce@unit-f.at or www.9festival.at

Language: Englisch

Entrance free

facultas. good to know! Partner of the E-Commerce Day. You can find the right business literature at the Facultas book shop at the Vienna University of Economics and Business, Augasse 2–6, 1090 Vienna.

Show

departure fashion night

For the fifth year running, *departure – wirtschaft, kunst und kultur gmbh*, contact point and funding agency for businesses from the creative industries, presents the *departure fashion night* as part of the *festival for fashion & photography*. Shown will be collections of the labels supported by departure as part of its funding programmes:

house of the very island's ...

mangelware

superated

Ute Ploier

DJ: *Fritz Plöckinger/market*

Semperdepot, Atelierhaus der Akademie der bildenden Künste Wien, Lehárgasse 6, 1060 Vienna

Doors open: 8 pm

Start: 9 pm

Entrance free

Party

spike magazine party

Line up: *Elektro Guzzi* (live), DJs: *Tingel Tangel*

Gartenbaukino, Parkring 12, 1010 Vienna

10.30 pm

Tickets: box office 5 EUR

SAT 6/6/2009

Shop

Guerilla Store hosted by creativespace.at

Shop for Austrian fashion design

A range of collection pieces by various Austrian labels, selected by *Robin Schulié*, stylist and head buyer of *Maria Luis* in Paris, www.marialuisaparis.com.

Fashion by *+0* by *mehmetli neuhauser*, *Advanced Minority*, *andrea auer*, *Anna Aichinger*, *ansteckend*, *AntoanetaSterevaDesign*, *art point // Lena Kvadrat*, *Awareness & Consciousness*, *BIPONE*, *brandmair*, *Dernier-Cri*, *Elena Mitzeva*, *Isabelle Steger*, *LOBMEYR*, *Ludwig Reiter*, *mangelware*, *Marions Hutatelier*, *Michaela Buerger*, *modernmartyr*, *Mühlbauer*, *Pia Mia*, *Susanne Hammer*, *the essence*, *Wiener Porzellanmanufaktur Augarten*, *Wilfried Mayer*, *Ute Ploier*

Lookbook Show

Presentation of selected collection pieces by the approximately 20 Austrian designers available in store.

9 festival Online Lookbook – www.creativespace.at

Advanced Minority Art Space, Westbahnstrasse 22/Ecke Zieglergasse, 1070 Vienna

Opening & Lookbook Show: 8 pm

Shop open from: 9–27/6/2009

Opening hours: Mon–Fri 12 pm–7 pm, Sat 12pm–5 pm

Entrance free

9 festival Online Store – www.notjustalabel.com

By introducing its online store *NJAL*, the London-based platform for contemporary fashion design, for the first time offers fashion by Austrian designers.

Symposium

go international Talks

FASHION 2.0 – Fashion Blogger Day

Fash Clash: Discussing the Digital Controversy

Online journalism vs. print journalism. The world of journalism is experiencing fundamental changes brought on by the internet. The symposium – supported by *go international*, an initiative of *WKO/AWO* and *BMWFJ* – on the theme explores the quality features of fashion blogs in comparison with ad-financed print media.

Concept: Stefan Urschler – www.stylishkidsinriot.com, Maria Ratzinger – www.stylekingdom.com

Host: *Joachim Bessing*

Participants:

Imran Amed – www.businessoffashion.net

Julia Knolle – www.lesmads.com

Birgitt Kohl – Wirtschaftsmagazin FORMAT, www.format.at

Susanna Lau aka Susie Bubble – www.stylebubble.typepad.com

Diane Pernet – www.AShadedViewOnFashion.com

Johannes Thumfart – Süddeutsche Zeitung www.sueddeutsche.de

Bulgarisches Kulturinstitut Haus Wittgenstein, Parkgasse 18, 1030 Vienna

Start: 4 pm

Estimated end time: 7 pm

Registration at blogger@unit-f.at or www.9festival.at

Language: English

Entrance free

Party

I die. BanANNAs

Celebrating FASHION 2.0

presented by stylishkidsinriot.com & stylekingdom.com

Line-up: *The Lovely Jonjo* (Durr/r/London), *mmmélanie* (Trailer Trash/London), *Etepetete* (Wien, Graz, Berlin), *Korrelator* (Graz), *werwolf* (Wien), *Anna Leiser* (Resolut/Vienna), *Dr. Blake* (Praxis Dr. Blake/Vienna), *Laminat* (Filterqueen, Tanzmatratze/Vienna), *Beppo Ton* (Schönbrunner Technobande/Vienna)

Pratersauna – Social Life & Art Space, Waldsteingartenstraße 135, 1020 Vienna

10 pm

For ticket information and advance ticket sale please visit 9festival.stylishkidsinriot.com

MON 8/6/2009

Shop

Wien *live* Inside Fashion II

Shopping Tour with FM4 cult-host Hermes

This year the always extravagant FM4 talk show host, *Hermes*, celebrates the 10th “on the air” anniversary of his weekly late-night radio talk show, *Chez Hermes*. *Hermes* is renowned for his selective taste in music and enormous musical archive. Apart from his work for the radio, he is currently also on the TV show, *Willkommen Österreich*. He occasionally DJs and works as a live presenter.

His shopping tour will take the tour participants to classic menswear, seductive lingerie, exciting shoes and clothes made from latex and leather.

Afterwards *Diane Pernet's* selection of short films can be seen at Filmhauskino.

Shops: DON GIL – Agent Provocateur – shu! – Tiberius

For tour details and registration please visit www.9festival.at and www.wienlive.tv.

Film

A Shaded View On Fashion Film

Austrian Premiere presented by FM4

In 2008 the international fashion icon, Diane Pernet, held the first annual film festival for fashion, style and beauty in Paris. Shown will be the film selection of the festival consisting of 30 short films, among others, with Linda Evangelista, Jeremy Scott, Dita von Teese and Mr Pearl.

The festival's initiators, *Diane Pernet* und *David Herman*, will be present at the event.

www.AShadedViewOnFashionFilm.com

Filmhauskino, Spittelberggasse 3, 1070 Vienna

Start: 8 pm, 80 minutes

Ticket raffle from TUE 2/6/2009 at fm4.orf.at and on FM4. Also on PULS 4 (more details to follow) and via 9 festival Shortcuts. Register on www.9festival.at!

TUE 9/6/2009

Shop

Wien *live* Inside Fashion III

Shopping Tour mit Katha Schinkinger & Hannes Eder

With her PR agency *Katha*, the fashion insider, *Katha Schinkinger*, runs a network of the fashion and life-culture area. Her list of clients includes institutions, personalities and brands from the field of fashion, culture and lifestyle. *Hannes Eder* is managing editor of *Universal Music Austria and Western Balkans*. He started his career at *Ö3*, was part of the team of founders of *FM4* and polarised TV audiences as a judge on *Starmania*. *Katha & Hannes* prefer wearing fashion by Austrian designers.

The two insiders will show the tour participants the best places in Vienna regarding streetwear, evening wear and hats. The tour has its finale at the *MAK NITE*® where the photo exhibition, *GLOOMY SUNDAY*, will be opened.

Shops: *NFIVE – Mühlbauer – Anna Aichinger – Kasha – petar petrov bei LISKA*

For tour details and registration please visit www.9festival.at and www.wienlive.tv.

Exhibition

GLOOMY SUNDAY

Imaginary Portraits of Women who Chose Death

presented by DROME magazine as part of the *MAK NITE*®

DROME magazine presents the world premiere of the exhibition, *Gloomy Sunday*. Shown will be the first works from the new project by the Italian photographer, *Aneglo Cricchi*: imaginary portraits of famous women who committed suicide. The photo exhibition is accompanied by a performative installation of *Keramik Papier*, a making-of video on *Silvia Morani's* project, the melancholic melody of *GLOOMY SUNDAY* in the background.

MAK-Säulenhalle, Stubenring 5, 1010 Vienna

8 pm

Performance kERAMIK PAPIER - DJ Set Jan Machacek: 10 pm

Duration: 10-16/6/2009

Tickets: EUR 7,90/EUR 5,50 (reduced admission)

Party

house of the very island's says ... HELLO! is it me you 're looking for?

Line-up: Live: *Brooke's Bedroom*

DJ's: *miss_klang* (fmqueer/strom+-), *das_em* & friends

Video installation by *house of the very island's ...*

elektro gönner, Mariahilferstrasse 101, 1060 Vienna

10 pm

Entrance free

WED 10/6/2009

Shop

Wien *live* Inside Fashion IV **Shopping Tour with singer Valerie Sajdik**

Valerie Sajdik grew up in Moscow, Paris and Vienna. With her French and German pop chansons as well as with her *Salon Valerie* at Vienna club *Fledermaus* she made her career in Austria as a singer. She is a recipient of the coveted *Amadeus Award* and has just finished recording her new album in the south of France, scheduled for release in September. The single, *Es geht nicht*, was released back in April.

Her shopping tour will take the tour participants through the local shop scene in the 7th district. The finale of the tour also closes the festival: The *Show Angewandte 09* of the Fashion Department under the direction of *Veronique Branquinho*.

Shops: *affaire de coeur* – *Lila Pix* – *Brillen.manufaktur* – *yogesh* – *MoonSpoonSaloon*

For tour details and registration please visit www.9festival.at (online from early May) and www.wienlive.tv.

Shop & Exhibition

MoonSpoonSaloon

The Copenhagen fashion and art collective, *MoonSpoonSaloon* (www.moonspoonsaloon.com), consisting of the painter *Tal R*, the designer *Sara Sachs* and the photographer *Noam Griegst*, shows its collection at *gegenalltag* in the quartier21. Every collection piece of the concept-art label is a separate, handmade and unique piece of art. The fashion gallery, *gegenalltag*, run by *Jasmin Ladenhaufen*, has been representing international fashion designers and photographers in changing theme exhibitions since 2005.

gegenalltag, Electric Avenue/quartier21/MQ, Museumsplatz 1, 1070 Vienna

Show

Show Angewandte 09

This year the fashion show, *Show Angewandte 09*, will once again be showing unique outfits by students from the Fashion Department at the University of Applied Arts Vienna under the direction of Veronique Branquinho.

Halle E Stadthalle Wien, Vogelweidplatz 14, 1150 Vienna

Doors open: 7.30 pm

Start: 8.30 pm

Tickets: T +43/650/870 31 04, e-tickets_show@uni-ak.ac.at

Show: advance tickets 16 EUR, box office 20 EUR

After Fashion Show Party: advance tickets 7 EUR, box office 8 EUR

Combined tickets Show & Party: advance tickets 22 EUR, box office 26 EUR

Advance ticket sale: 29/5/2009 10 am–6 pm, 30/5/2009 10 am–2 pm in the auditorium of the University of Applied Arts Vienna and at Diesel stores Mariahilfer Strasse 89 and flagship store Kohlmarkt 8–10

Party

After Fashion Show Party of the Modeklasse

Line-up: live: The Beth Edges

DJ Fetish (TNT/GIGOLO/K7/ESKIMO/Paris)

&Me (TNT/KEINE MUSIK, Berlin)

Djlettantes (W&J, peng!)

rhinoplasty dj team

Pratersauna – Social Life and Art Space, Waldsteingartenstrasse 135, 1020 Vienna

10 pm

Tickets: 7 EUR, box office 8 EUR

For detailed information see Show Angewandte 09

For the latest programme information and subscription to the Newsletter, *9 festival Shortcuts*, visit www.9festival.at

If not stated otherwise, all events are free to attend!

Programme changes reserved.

9 FESTIVAL ON THE WEB

9 festival Shortcuts – www.9festival.at

The Unit F Newsletter provides daily information about the events of the festival.

9 festival Blog – 9festival.stylishkidsinriot.com – www.stylekingdom.com

The fashion bloggers, *Stefan Urschler/SKIR* and *Maria Ratzinger/stylekingdom* report from all sites of the festival.

9 festival Mobile Guide – <http://9.unlike.net>

In order to improve the service for festival visitors, the programme, venues and tours of the festival are brought together in the form of a Mobile City Guide.

9 festival Online Store – www.notjustalabel.com

By introducing its online store NJAL, the London-based platform for contemporary fashion design, for the first time offers fashion by Austrian designers.

9 festival Online Lookbook – www.creativespace.at

Stylingtipps mit Outfits aller im Guerilla Store vertretenen Labels exklusiv auf creativespace.at.