

# **BLICK DESIGN FAIR FANG**

**FIND CUSTOMERS,  
WHO LOVE YOUR  
SPECIAL DESIGN  
PRODUCTS.**

**EXHIBITORS  
INFO 2022**

**YOU'RE PASSIONATE  
ABOUT BEING A  
DESIGNER FOR  
UNIQUE FASHION,  
FURNITURE,  
ACCESSORIES OR  
JEWELLERY  
OUTSIDE THE MASS  
MARKET? YOU  
PRODUCE YOUR  
GOODS  
INDEPENDENTLY  
AND ARE LOOKING  
FOR THE RIGHT  
SALES PLATFORM?**

# WELCOME TO BLICKFANG!

Because your products are guaranteed to find the right target group at **BLICKFANG**, who loves and buys your special design products - individual, quality-conscious and always on the lookout for something special.

Founded 30 years ago, the international design fair **BLICKFANG** is now the largest shopping platform for independently produced design in Europe with 6 **BLICKFANG** design fairs in Germany, Austria and Switzerland. Independent means: The designers are responsible for their designs from the first idea to the finished product and often also for the distribution at our consumer fairs or in our online shop.

Behind **BLICKFANG** is a team of twenty people who have one thing in common:

**WE BURN FOR GOOD DESIGN.**

We believe in the value of new ideas and well-made products. We celebrate and promote good design!

**BLICKFANG** offers you more than just a consumer fair where you can present and sell your products. With the accompanying **BLICKFANG** Online Shop and the **BLICKFANG** Academy, it is the platform for independent design labels in Germany, Austria and Switzerland.

We invite you to join us!



**DIETER HOFMANN**

Founder and  
Managing Director

**KATJA FAMULOK**

Head of Sales  
International







# 8

# GOOD REASONS FOR BLICKFANG DESIGN FAIR

1

BLICKFANG has existed for almost **30 years** – you can rely on our **experience**.

2

With BLICKFANG you can sell your products **directly** and **without margin to the end customer**.

3

Your design products are guaranteed to be in the right environment at BLICKFANG, because a specialist **jury curates** BLICKFANG for a **high-quality level of design**.

4

You can easily test and **conquer new markets** as we have already selected the **best locations** in Germany, Austria and Switzerland for you.

5

You will benefit from BLICKFANG being a great **networking platform**, because BLICKFANG is a must for **local dealers** and branch experts.

6

Our visitors are **your potential customers**: 80,000 design-interested individualists with **high purchasing power** and a feel for quality visit our events every year.

7

With your design label, you can **benefit from our professional press activities** and thereby from the great media attention of BLICKFANG.

8

As a logical extension, our **BLICKFANG online shop** offers you an additional, long-term sales market: **BLICKFANG-DESIGNSHOP.COM**

# OUR EVENTS

## BASEL

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**06 | 07 | 08 MAY 2022**

Messe Basel, Event Halle

13th edition

160 exhibitors on 3.300 m<sup>2</sup>

Up to 12.000 visitors

Main media partner:  
annabelle, Das Ideale Heim,  
Basler Zeitung

PRICE LIST  
BASEL

## STUTTGART

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**07 | 08 | 09 OCTOBER 2022**

Liederhalle Stuttgart

30th edition

220 exhibitors on 8.500 m<sup>2</sup>

Up to 22.000 visitors

Main media partner:  
Schöner Wohnen, IDEAT,  
Radio Energy, LIFT

PRICE LIST  
STUTTGART

## VIENNA

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**21 | 22 | 23 OCTOBER 2022**

MAK – Museum für  
angewandte Kunst

19th edition

150 exhibitors on 3.500 m<sup>2</sup>

Up to 13.000 visitors

Main media partner:  
DIVA, Standard

PRICE LIST  
VIENNA

## HAMBURG

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**28 | 29 | 30 OCTOBER 2022**

Messe Hamburg, Halle B1

10th edition

150 exhibitors on 4.500 m<sup>2</sup>

Up to 12.000 visitors

Main media partner:  
Schöner Wohnen, IDEAT,  
Szene Hamburg

PRICE LIST  
HAMBURG

## ZURICH

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**18 | 19 | 20 NOVEMBER 2022**

Kongresshaus Zürich

26th edition

200 exhibitors on 5.500 m<sup>2</sup>

Up to 15.000 visitors

Main media partner:  
annabelle, Das Ideale Heim,  
Tagesanzeiger

PRICE LIST  
ZURICH

## DUSSELDORF

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**25 | 26 | 27 NOVEMBER 2022**

AREAL BÖHLER

2nd edition

150 exhibitors on 4.000 m<sup>2</sup>

Up to 10.000 visitors

Main media partner:  
Schöner Wohnen, IDEAT,  
The Dorf

SPECIAL OFFER  
NEW LOCATION

PRICE LIST  
DUSSELDORF









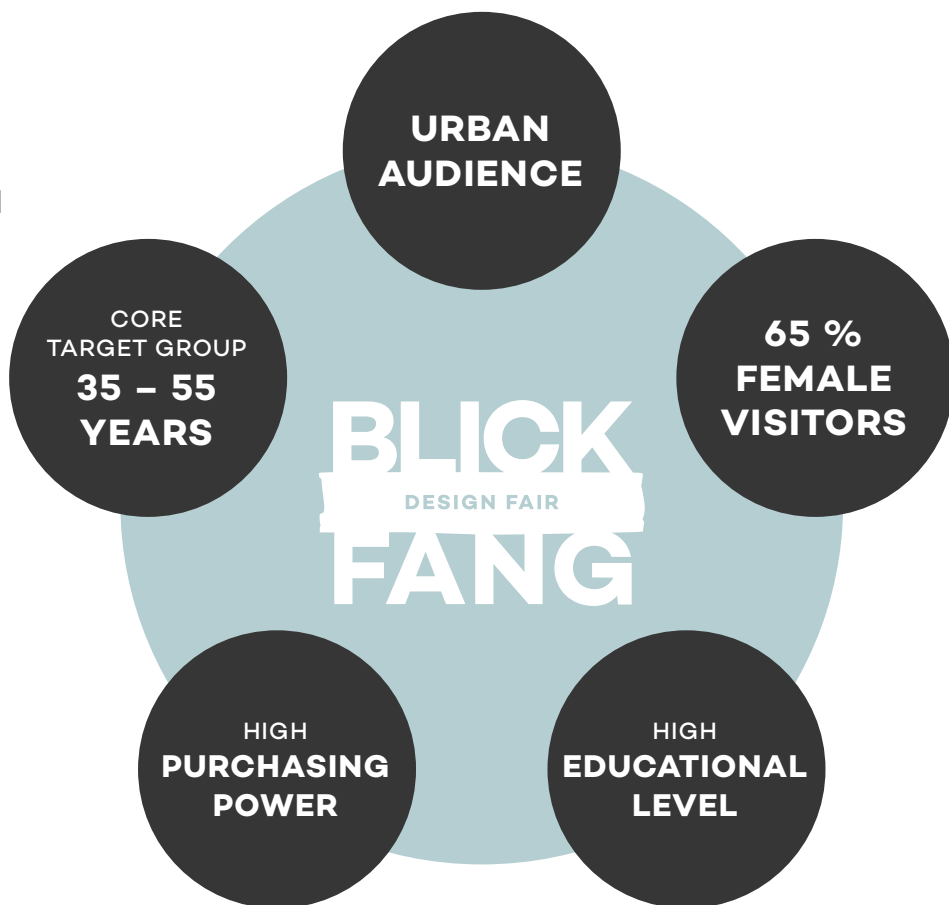


# OUR VISITORS YOUR CUSTOMERS

Our visitors and your future customers appreciate the personal, informal atmosphere at blickfang.

They are looking for individual design products that underscore their character and have a strong awareness of quality and good design. They come to BLICKFANG with high spending power and the desire to discover something new.

They enjoy the opportunity to talk directly to the product's designer and are unusually well informed.



**THOMAS FEICHTNER**  
Product and industrial designer from Vienna and long-time companion of the BLICKFANG

„For me, BLICKFANG is always a ‚get-together‘ for the whole design industry. What I really appreciate is that BLICKFANG is a reality check for every designer. I can therefore only recommend BLICKFANG because there is a very concentrated, interested and design-savvy audience. BLICKFANG is always a ‚design firework‘.“

# OPINION LEADERS AND PARTNERS ABOUT BLICKFANG



## STEFAN DIEZ

“At BLICKFANG you see things you have never seen before. BLICKFANG is a beautiful counterexample compared to the uniform offers of globalisation.”

## NILS HOLGER MOORMANN

“BLICKFANG is an excellent platform in comparison to the classic trade shows I usually attend. It’s not just the professionals who come here: there are lots of smaller labels too. That in itself is exciting, because it’s a great place for making discoveries! Especially for me, as somebody who really loves design and wants to help it move forward, BLICKFANG is also a platform that young people and young companies can use as a testing ground: does this idea really work? Does anybody like it?”



## STEFAN SCHOLTEN & CAROL BAIJINGS

“BLICKFANG offers self-producing designers an excellent opportunity to show and sell their work as well as to connect with the public and the industry.”





## STUDIO BESAU-MARGUERRE

“BLICKFANG as a sales platform for independently produced design has created an exciting infrastructure within the recent years, which we consider very special: In particular the BLICKFANG workshops are a fantastic support program for young designers. They receive immediate feedback on their designs in close contact with press representatives, established designers and producers, as well as a practical insight into the industry. An incredibly valuable and often pioneering experience.”

## JAIME HAYÓN

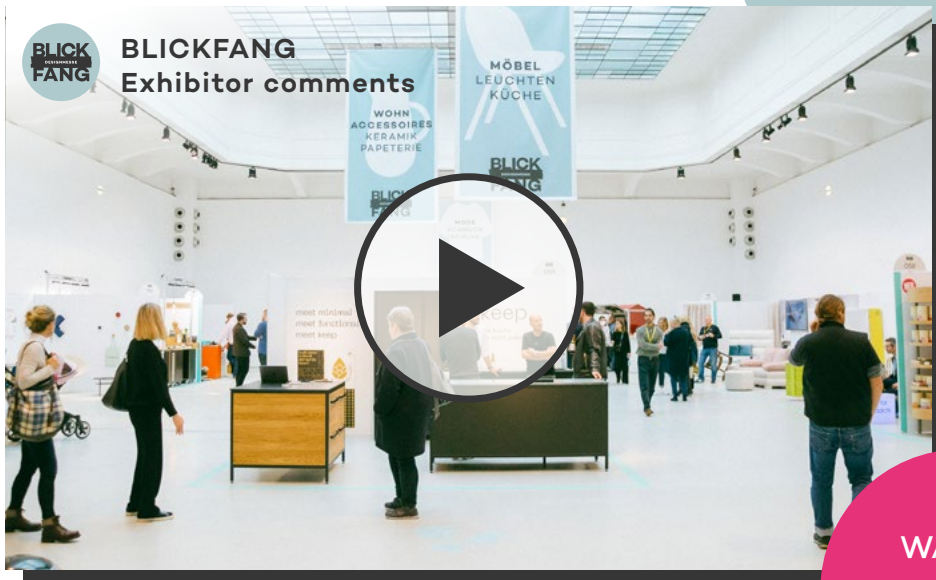
“In the globalised design world of today, a format such as BLICKFANG, within which designers and small manufacturers can sell direct to customers, is a very contemporary approach. Many things and mass-produced articles have no personality and can be very boring. Meeting the designers face-to-face and learning something more about their personal history places the principle behind a fair on a completely new level.”



## STEPHAN DORNHOFER MANAGING DIRECTOR MAGAZIN

“For the last 20 years BLICKFANG has offered a gateway between the creative process and their realisation and has presented itself as an ideal platform for the interaction for design, production and distribution. BLICKFANG is both source and meeting point and offers its visitors an unique behind the scene view, where the often astonishing ideas of both the experienced designers as well as the up and coming Newcomers are brought to life. In the context where the classical trade shows have been transforming themselves away from their traditional importance, BLICKFANG presents itself as a pioneer and has not lost sight of what is important: the customer.”

# OUR EXHIBITORS ARE OUR VERY BEST AMBASSADORS



WATCH  
THE  
VIDEO



“BLICKFANG was and is a springboard for my design label in every aspect. I appreciate the direct feedback from end customers on my products, which is important for the further and new development of my label. I wouldn't want to miss BLICKFANG as a barometer for the marketability of my design ideas.”

**THOMAS POGANITSCH**  
FORMPOET

37 BLICKFANG participations since 2013





“I have to thank BLICKFANG so much. My fashion appeals to a very affluent and quality-conscious audience - and that’s what I find at BLICKFANG. I was quickly able to build a loyal customer base. I can highly recommend BLICKFANG as a curated platform for up-and-coming, independent designers. BLICKFANG has an impressive reach, always great audience response and perfect organization.”

**LOTHAR DANIEL BECHTOLD**

Fashion Designer

66 BLICKFANG participations since 2010



“BLICKFANG is a great platform to say ‘here is my product - do you like it or not? Furthermore, BLICKFANG is valuable for networking with other designers and last but not least for selling your products. We had a very good press response right from the start - for us BLICKFANG has always been worthwhile.”

**MATHIAS FREI**

mf-system

Über 33 BLICKFANG participations since 2004



“Our furniture meets the right audience at BLICKFANG and we also sell our tables directly on site, because BLICKFANG visitors appreciate innovative ideas and quality and their price. In addition to the BLICKFANG fairs, the blickfang onlineshop is the ideal complement for us to reach potential customers even after BLICKFANG fairs.”

**TOBIAS JUNG**

Lignum Arts / LAIK

20 BLICKFANG participations since 2015

# HOW TO APPLY FOR YOUR PARTICIPATION

**BLICKFANG  
2022**



## IT WORKS THAT SIMPLE:

The application needs to be done online. Information and photos of at least 3 products are required. Since the available exhibition space is limited, you first apply for a desired participation.

The decision on participation at the respective BLICKFANG location will be made by a panel of experts.

Your participation will be confirmed within 2-3 weeks after the application deadline.



## APPLICATION DEADLINE

**8. MARCH 2022**  
for Basel

**1. APRIL 2022**  
for Stuttgart, Vienna, Hamburg,  
Zurich & Dusseldorf

## APPLICATION FORM

The application for one or several BLICKFANG locations online via this button

**APPLY NOW**





## FEEL FREE TO CONTACT US:



**KATJA FAMULOK**  
HEAD OF SALES  
INTERNATIONAL

Do you have questions about the individual locations, the conditions or the application process?

I will be happy to help you.

+49 711 99093-45  
[katja.famulok@blickfang.com](mailto:katja.famulok@blickfang.com)

or make an telephone appointment with me at

**MAKE APPOINTMENT**



**BLICK**  
DESIGN FAIR  
**FANG**

[BLICKFANG.COM](http://BLICKFANG.COM)