

Design and Craftsmanship of the Finest Quality

The Highlights of EUNIQUE and LOFT from 8 to 10 June

Karlsruhe 4 June 2018 – Approximately 350 exhibitors from 17 countries will present one-of-a-kind items and articles produced in small series at EUNIQUE – Fair for Unique Design Objects and at the concurrent LOFT – The Design Shopping Centre. From 8 to 10 June, Karlsruhe Trade Fair Centre will be the meeting place for people who love design. Visitors can purchase the pieces directly from their designers: the items range from finely crafted jewellery through individually tailored fashions to lovingly designed furniture and home accessories. Among the highlights at this year's EUNIQUE are a special show titled "Just Plastics...new uses"; an exhibition by the international partner "Design Nation" from Great Britain; the Art Aurea Forum; and the fashion shows, where selected designers present their fashions, bags and accessories on the catwalk. And with the special "New Housing" exhibition, LOFT hosts Germany's first Tiny House Festival.

New: Art Aurea Forum – Masterpieces of Applied Art

Art Aurea presents masterpieces of applied art by 15 selected artists and designers at this special exhibit, which takes place for the first time. The participants represent the Art Aurea website's broad diversity in the genres of interior, containers, objects, jewellery and textiles. The show displays artistic one-of-a-kind objects of the best quality, as well as excellently designed items from authentic workshops. All of the participating designers and artists have won numerous international prizes and, in many cases, their creations have given rise to distinctively personal styles. The high quality of the displayed objects harmonizes with the unique design objects shown by the exhibitors at EUNIQUE, whose creations had to satisfy exacting criteria to win the privilege of being displayed at the fair.

Stylish Unique Items Meet Modern Technology

Visitors can witness the ongoing evolution of classical artistic craftsmanship at the stand of the Karlsruhe University of Arts and Design, where a two-metre-long 3D-ceramic printer fabricates design objects that bridge the gap between traditional artisanal processes and cutting-edge 21st-century techniques. The 3D printer was developed by a diploma student of the University of Arts and Design in cooperation with Karlsruhe's traditional Majolika porcelain manufactory and the Technical University of Karlsruhe. This new 3D process enables Majolika to offer its customers the option of configuring their own products through individualized serial manufacturing, which represents a

ANSPRECHPARTNERIN

Leonie Schlenker
T 0721 3720- 2304
F 0721 3720-99-2304
E leonie.schlenker@messe-karlsruhe.de

KONGRESSZENTRUM KARLSRUHE

Karlsruher Messe- und Kongress GmbH
Festplatz 9
76137 Karlsruhe | Germany
P +49 721 3720-0
F +49 721 3720-99-2116
E info@messe-karlsruhe.de

MESSE KARLSRUHE

Messeallee 1
76287 Rheinstetten | Germany
P +49 721 3720-5000
F +49 721 3720-99-5494

MANAGEMENT BOARD

Britta Wirtz

CHAIRWOMAN OF THE SUPERVISORY BOARD

First Mayoress
Gabriele Luczak-Schwarz

Reg.-Ger. Mannheim
HRB 100147

MEMBERSHIP

AUMA | FKM | GCB | IDFA | EVVC

www.messe-karlsruhe.de
www.eunique.eu

Official partner:


Berufsverband Handwerk Kunst Design e.V.



EUNIQUE

TRADE FAIR FOR ONE-OF-A-KIND DESIGNER OBJECTS

Material.
Creation.
Craftsmanship.

counterpart to costly ceramic art. The design objects fabricated by the 3D ceramic printer can be purchased by visitors directly at the stand.

The British design network “**Design Nation**” is the international partner of EUNIQUE 2018. “Design Nation” promotes and networks successful designers and craftspeople from Great Britain. The broad spectrum of British design is presented in a special show titled “Design Nation: Head, Hand & Heart – celebrating British craft and design”. The show’s participants also include designers from Nottingham, Karlsruhe’s partner city.

After successful special shows dedicated to paper, wood, leather and other materials in past years, this year’s **special show** titled “**Just Plastics... new uses**” highlights the design potentials offered by plastic. The extensive spectrum on display ranges from non-utilitarian art objects to functional products such as raincoats, eyeglasses and handbags. The special show is curated by Andrea Basse, an academically trained designer who lives in Hannover and works as a freelancer contributor to projects in the disciplines of applied art and design.

LOFT: Young Design for Trendsetters and Individualists

EUNIQUE takes place at Karlsruhe Trade Fair Centre concurrently with LOFT – The Design Shopping Centre. Presenting products in the genres of furniture, home accessories, fashion and jewellery, LOFT is a meeting place for design professionals, labels, newcomers and academics. Opportunities for direct contacts with the designers, who share their inspiring stories and express their stimulating personalities, make LOFT an unforgettable experience. And LOFT is well known because it not only presents a diverse array of innovative designs, but also hosts special events that contribute to its festive and exuberant atmosphere. Alongside numerous food trucks and a cocktail bar, LOFT’s lounges invite guests to take a relaxing break from shopping at the design fair.

Unprecedented: New Housing – Tiny House Festival

Ten manufacturers present a diverse spectrum of Tiny Houses at Germany’s first Tiny House Festival. Visitors can learn all about the details of living in a Tiny House. Representatives of the manufacturers will be onsite to advise visitors and answer their questions. The trade fair’s adjacent outdoor exhibition area is dedicated to the Tiny House Forum, which features daily lectures all about mobile homes. Van Bo Le Mentzel, a tiny-house expert and the developer of the 100-euro home, will give a talk on Friday about the topic of “Migrant Neighbourhoods” and will discuss how Tiny Houses can breathe new life into our social interactions. Brendan Thome, who specializes in Tiny Houses from the perspective of an ecosystem engineer, will give daily talks about the latest



EUNIQUE

TRADE FAIR FOR ONE-OF-
A-KIND DESIGNER OBJECTS

Material.
Creation.
Craftsmanship.

energy-technical and construction-related developments in the Tiny House scene. Two other talks will also be given: “Minimalism – Less Is More” is the title of a talk by Lisa M. Kossmann, who built her Tiny House with her own two hands; and Hans Peter Brunner from Black Forest Tiny House will talk about the various phases in the construction of a Tiny House.

The market for Tiny Houses is currently undergoing very strong growth. Germany alone now counts circa 25 suppliers that commercially build Tiny Houses. Germany’s first Tiny House Festival actively encourages the sharing of information about this trend in alternative living. Karlsruhe Trade Fair Centre thus provides a platform for an up-to-the-minute topic and a rapidly growing market. LOFT – The Design Shopping Centre presents innovative and young design and, thanks to its event character, offers an optimal environment for the Tiny House Festival.

EUNIQUE – Fair for Unique Design Objects and LOFT – The Design Shopping Centre are open daily, 11 a.m. to 7 p.m., from Friday, 8 June to through Sunday, 10 June 2018. A ticket for one fair is valid for admission to both fairs.

Additional information can be found at www.eunique.eu and www.loft-designkaufhaus.de and www.tinyhousefestival.de