

Press release, 20. May 2014

Show Angewandte 14

**The Angewandte and its Department of Fashion Design
headed by Bernhard Willhelm present the newest collections of its
graduates and students**

Show Angewandte 14
Tuesday, 3 June 2014
MARXHALLE – Studio 2
Karl-Farkas-Gasse 19, 1030 Vienna
U3 Erdberg, 18, 71, 74A

Doors 7:30 p.m.
Show 8:30 p.m.

Tickets:
www.oeticket.com
and at all Oeticket outlets
Price: advance sale € 19, at the door € 26

Livestream on www.dieangewandte.at and www.notjustalabel.com

Whether wearable or provocative, restrained or experimental – the **Show Angewandte**, one of Austria's biggest fashion shows, promises again this year to be an exciting and innovative fashion marathon. At the annual show of the University of Applied Arts Vienna's Fashion Department, the Austrian fashion scene meets up with a broadly based, culturally interested public to celebrate the class of around 50 students' final collections. In more than 200 hand-fabricated outfits including shoes, accessories and styling, the students under Bernhard Willhelm venture into uncharted fashion terrain, manifesting once again their passion for contemporary, visionary fashion at the highest level of technique and craft. **Bernhard Willhelm**, German fashion designer and since 2009 head of the Fashion Department, stands for diversity and artistic freedom. And every year he puts on a show that is full of surprises, with exciting spatial concepts and unusual settings.

University of Applied Arts Vienna
Public Relations and Event Management
Oskar-Kokoschka-Platz 2, A-1010 Vienna
T: +43 (0) 1 711 33-2160
pr@uni-ak.ac.at, www.dieangewandte.at

Nowadays the final fashion show is much more than the highpoint of the academic year and a fixed meeting point for the scene: it brings together an audience of VIPs from Austria's fashion, art and culture scene, the country's fashion and garment branch, and a lifestyle- and art-oriented target group that is larger and more wide-ranging than that of any other fashion event in Austria. A unique feeling characterizes the hype surrounding the **Show Angewandte**, which attracts around 1,500 visitors to one of the country's most talked-about and widely covered fashion events. Together with the annual exhibition *The Essence*, it numbers among the highlights of the University's yearly calendar of events

Internationally the **Show Angewandte** is also a fixture of the yearly fashion calendar, with its international jury of prestigious experts in the fields of fashion, art and lifestyle cultivating an ever-widening international network.

The great potential behind the final collections of the approximately 50 students is underlined by the numerous **prizes and awards** presented within the framework of the Show Angewandte:

Swarovski Elements Award – 3,000 euros

Fred Adlmüller Fellowship – 2,700 euros

Indie Magazine Prize – publication of the collection in Indie Magazine

Rondo Vöslauer Fashion Prize – 3,000 euros and publication of the collection in Der Standard/Rondo

International Jury

To judge the diplomas, the Fashion Department invites an international jury consisting of fashion, art and lifestyle experts to join the examination board from the University of Applied Arts Vienna

2014 the jury consists of:

Rich Aybar, Fashion Director of Out of Order Magazine, Fashion Editor and Creative Consultant, USA

Cyril Duval (item idem), Artist, F

Alessandro Buzzi, Italian Vogue and Vogue Talents Contributor, IT

Nicolaus Schafhausen, Director Kunsthalle Wien, D

Johannes Schweiger, Artist and Designer, A

Dan Thawley, Editor in Chief of A Magazine Curated By, AUS

as well as the examination board from the University of Applied Arts Vienna:

Christophe Charon – Institute for Design (Fashion Department)*

Judith Eisler – Institute for Fine and Media Art (Printing and Animated Film)

Hermann Fankhauser – Institute for Design (Fashion Department)

Oliver Kartak – Head of Institute for Design (Graphic Design)

Barbara Putz-Plecko – Art Sciences and Art Education (Art and Communication Practices, Textiles - Free, Applied and Experimental Artistic Design),

Claudia Reifberger – Institute for Design (Fashion Department)

Manfred Schu – Institute for Design (Fashion Department)

Bernhard Willhelm – Institute for Design (Fashion Department)

An Education in Fashion Design with High-Profile Professors

The Fashion Department at the Angewandte is Austria's only educational institution offering a university degree in the field of fashion design. Today it numbers among Europe's most important educational facilities for contemporary fashion worldwide.

Since the early 1980s, the fashion program has been headed by internationally renowned fashion stars such as Karl Lagerfeld, Jil Sander, Vivienne Westwood, Helmut Lang, Raf Simons, Viktor&Rolf and Bernhard Willhelm. Graduates of the Department of Fashion Design have founded their own flourishing labels, for instance Bless, GON, Petar Petrov, Ute Ploier or Wendy&Jim. They also occupy leading positions in the national and international fashion trade, working for renowned houses such as Balenciaga, Jil Sander, Lanvin, Prada, Maison Martin Margiela, Louis Vuitton, to name but a few.

More Information

www.dieangewandte.at/showangewandte14

Advance-sale tickets:

www.oeticket.com

Press akkreditation until 2. May, 3. p.m.

University of Applied Arts Vienna
Public Relations and Event Management
Oskar-Kokoschka-Platz 2, 1010 Wien

www.dieangewandte.at/show14

Marietta Böning
E: marietta.boening@uni-ak.ac.at
T: +453-1-71133-2161
M: +664-5268527

Anja Seipenbusch-Hufschmied (Head of Division)
E: anja.seipenbusch@uni-ak.ac.at
T: +453-1-71133-2160
M: +664-5268528

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University of Applied Arts Vienna
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Oskar-Kokoschka-Platz 2, A-1010 Vienna
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