

Press Release

13festival for fashion & photography
the fashion design festival for Vienna at the MAK

Venue MAK Exhibition Hall / MAK Lecture Hall
MAK, Weiskirchnerstraße, 1010 Vienna
Dates 20–22 November 2013

Since its beginnings, the **festival for fashion & photography** distinguishes itself by not only following the recent developments in fashion and photography but also focusing on forward-looking aesthetic trends, technological possibilities and forms of presentation. For this reason, the festival often manages to present current relevant themes, protagonists, and display formats as the first platform in Austria.

Again this year, the festival reinvents itself once more. The **13festival for fashion and photography** offers various alterations, beginning with the festival's appearance, the campaign, and the venue to a completely different form of presenting fashion.

In order to illustrate these changes, brand unit developed an entirely new corporate identity for the festival. The **festival magazine** underwent a remake and will be printed on newsprint in a younger, fresher design, which uses typography and photography as equally artistic elements.

The magazine is also supplemented this year by the festival website, which this year also features a new layout and takes the form of a blog, to reflect the dynamism and innovation of the festival. Like last year, the 13festival Blogger team will inform in advance of the designers participating in the festival, international guests and protagonists, and during the festival provides reports on the events and provides insights from behind the scenes.

The festival campaign's successful concept of creating a dialog between art and fashion was not changed but this year, following established duos **Erwin Wurm – Elfie Semotan** and **Elke Krystufek – Maria Ziegelböck**, it is realized by a very young artist. Born in Zagreb and living in NYC, **Dora Budor** is affiliated with the **post-internet art** and deals with the heavily manipulated images of fashion and advertising. Budor plays with these images, breaks them up ironically and for the campaign of the **13festival for fashion & photography** relates fashion and technology to their respective reception.

The **MAK – Austrian Museum of Applied Arts / Contemporary Art** is the festival's new venue and co-operation partner. Here, the **Fashion Talk about Staging Fashion - Collecting and Displaying Contemporary Fashion Today**, **Lidewij Edelkoort's trend seminar**, the **AFA-Austria Fashion Awards**, and the **departure fashion night** will take place. Moreover, **the EVOQUE NextGen Award**, which is sponsored for the third time by Land Rover Austria and is aimed at the youngest generation of local fashion designers.

The way fashion is presented at this year's festival is also new. Correspondent to the Museum of Applied Arts as venue, the audience will not be exposed to classic runway situations but will be able to move through exciting **fashion installations**.

Ulrike Tschabitzer-Handler & Andreas Oberkanins
festival for fashion & photography

Detailed program see **www.13festival.at**

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