

TEXTILE ART BERLIN

CONTEMPORARY TEXTILE ART: FAIR, EXHIBITIONS, WORKSHOPS
Galerie in der Victoriastadt

20 - 21 June 2020 - Phorms Campus Berlin-Mitte - Ackerstraße 76 - 13355 Berlin

Newsletter „Application for Participation and Registration” for 2020

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Editorial

On 20 and 21 June 2020 we will be holding the 16th TEXTILE ART BERLIN.

Our motto for 2020 will be "**Creative Connection: meet the Makers**".

In a time in which more and more encounters take place only on a virtual level, it is particularly important for us to give our audience the opportunity to meet the real "makers" who present their work. The materials and books offered at our fair also have the great advantage of being "tangible" in the truest sense of the word!

We hear more and more from the public that they are glad that there are still such opportunities - and that they are of such a high standard.

The cooperation with our host, the PHORMS Campus, is running smoothly. We are very happy about that, also about the help of the students and the nice menus of the "Three Cooks".

All the application forms for the TAB 2020 are currently being revised. They will be ready by the end of September. As always, this year's participants will receive the documents automatically and can secure their right to the same place, if they register during the early bird period.

New applicants are welcome at any time until May, 15th and we are happy to see that new artists have already reached out to us since August!

Our Venue

PHORMS Campus Berlin-Mitte is a bilingual school. It admits children from nursery to their final school exams. Joint activities in art, music and design accompany the schooling. The beautifully restored historic industrial building offers a fantastic setting for all our participants and guests.

We have a surface of 4000 m² at our disposal, situated on the ground floor and the 3rd and 4th floor (see plan of the premises).

- On the ground floor approx. 75 stalls can be placed in three large modern gyms. The floor of the gyms will be covered with carpets and furnished with fair tables. Also, the tables and partition walls will have fabric covers so that they present a harmonious appearance. The partition walls will

serve as rear walls of the stands situated in the centre. The other side of the partition walls can be used for exhibitions.

There is one major advantage: Stand set-up can start as early as 3 pm.

The modern **school theatre** is available for the fashion shows and for exhibitions, too.

The foyers 1 and 2 are reserved for exhibitions, the info stand of TEXTILE ART as well as the cloakroom.

Last but not least there is a large **cafeteria**. We are working on a new solution offering international food specialities, also for vegetarians and vegans.

- The large **class rooms** on the 3rd and 4th floor are reserved for large stands, exhibitions, mini-projects, and workshops. A few participants who need a lot of space for their wares and would perhaps like to offer a mini-project at their stand, can book a whole room on these floors. The tables and chairs of the class rooms are available and can be used but not removed outside of the room).

There will be further exhibitions in the **corridors**.

- On the thematic 4th floor there is an additional lovely **large hall** in which, apart from the popular visitors' flea market, up to 12 smaller stalls and exhibitions can be presented. Lectures can be held in the pleasant atmosphere of the **music room**.

The 3rd and 4th floor are easily reached by four passenger elevators and one freight elevator. The elevators will be supervised by team members at all times.

We have been asked: "Why can't we use the 1st and 2nd floor?" Both floors are reserved for the primary school and are not available for us.

Parking

The school is situated in a zone in which parking is still free of charge. There are many free space around the school on weekends.

From 6 pm you may also enter the schoolyards for unloading and loading.

Tickets for your customers

The ticket prices of the fair is 13 Euro for a day ticket and 19 Euro for a weekend ticket.

New: Upon registration, every participant can buy up to 4 day-tickets for 10 Euro per ticket, which can be given to regular customers.

Participation fees

Stand prices in the gyms

Included in the price: Flat rate for advertising, running and cleaning costs, stand costs per running meter, table(s) with covers, partition walls with covers for the row in the centre (stalls placed near the exterior walls can use those walls), carpet, one chair.

	Stand size	Length of table	Total price Early-bird rate (plus VAT) Up to 10/11/19	Total price Standard rate (plus VAT) From 11/11/19
Inline stands				
A	1.75	1.25	317,26	373,25
B	2.25	1.75	350,84	412,75
C	2.50	2.00	367,63	432,50
D	2.75	2.25	384,41	452,25
Corner stands				
E	4.25	2.00 + 1.25	485,14	570,75
F	4.50	2.00 + 1.75	518,71	610,25
G	5.00	2.00 + 2.00	535,0	630,00
H	5.25	2.00 + 2.25	552,29	649,75
Each stall has a depth of 2.00 meters The tables have a uniform width of 0.75 m and height of 0.75 m A-D: inline stands. E-F: corner stands (see floor plan of the ground floor and stand form)				

Prices of stands and rooms on the 3rd and 4th floor

● Stands in the large hall 410 on the 4th floor:

We can offer stand sizes with 1, 2 or 3 tables.

Stands in hall 410 on the 4th floor				
	Stand size	Length of table	Total price Early-bird rate (plus VAT) Up to 10/11/19	Total price Standard rate (plus VAT) From 11/11/19
I	1.90	1.40	295.04	347.10
K	3.30	2.80	365.25	429.70
L	4.70	4.20	435.46	512.30
Each Stand is 2,00 meter deep, The tables measure 1,40m long and 0,80 m wide.				

● Entire room (10 rooms are available)

For traders wishing to book an entire room, prices are calculated according to the usable space. Tables and chairs are included and have to remain in the rooms.

Example: One of the biggest class rooms has a size of 9 x 9.30 m and includes 11 tables of a length of 1.20 m. We base our calculation on a usable space of 7 x 7.30 m, as there are several shelves and cabinets on the walls.

In this room the tables can be set up so that the length of the stand is 13.20 m, with a depth of 2 m.

The total price, standard rate, would be 778.80 Euro (per room) + 235 Euro (flat charges) = 1,013.80 Euro plus VAT.

The total price, early-bird rate, would be 861.73 Euro plus VAT.

These rooms offer some advantages: workshops or mini-projects can be offered and the lay-out of the rooms is up to the participant. In the case of registered workshops and mini-projects there is a price reduction of 50 Euro.

Explanation of the rates

Rates (plus 19 % VAT)	Early bird rate until 10/11/2019	Standard rate from 11/11/2019
Flat rate for advertising * For press and media, newspaper ads, advertising material, individual entry in the printed programme, printing house, website, webmaster and email postings	145,35	171,00
Running costs * Janitor, waste removal, electricity	24,65	29,00
Cleaning costs Special cleaning for the fair: 4000m ²	29,75	35,00
Sales/info stall in the gyms 1, 2 or 3 on the ground floor, per running meter , carpet and tables with fabric cover + 1 chair and rear wall will be provided **	67,15	79,00
Sales stand on the 3 rd or 4th floor, whole room, or in the large hall per running meter , including school furniture (max. 10 rooms available)	50,15	59,00
Individual pavilion + individual furniture (max 18 m ² , up to 6 pavilions available), price per m² . No market stalls	15,30	18,00
Individual exhibition (Number and hanging of the exhibits to be agreed with the organiser)	Per meter	per meter
	14,15 €/m	Length: 4,50m 16,65 €/m
	12,75 €/m	Length 6,00 m 15,00 €/m
	11,90 €/m	Length 7,50m 14,00 €/m
Group exhibition, savings scheme *** price per participant, the flat charges must be paid just once for the entire group.	50,15	59,00
additional mobile walls , per unit	20,00 €	20,00 €
* compulsory cost independent of registration date ** you may not bring your own tables; every additional chair: 3€ *** four and more persons		

Reduced rates

As a rule, projects of pupils and students are free of cost. Recipients of unemployment pay half the going rate, upon proof. Registered associations are charged half the stand length.

Early-bird rate

If you send in your registration by 10 November 2019 (date of the postmark or email) you will not only benefit from the early-bird rate but will also be included in the first version of the programme published on the website. **The early-bird rate saves you 15%.**

Discount

The **cash discount** of 3% is available **only** if the amount due is paid within 14 days **of receipt of the invoice.**

Badges for participants and helpers

Registered participants (with an individual entry in the printed programme and on the website) receive a **non-transferable badge** with their name, free of charge. As a rule, however, there is only one badge per registration. Additional badges may be requested for permanent helpers of sales or info stands. **On the premises all badges must be displayed visibly at all times.** Additionally, all participants and helpers receive an armband to be presented at the access control points.

The **badges for participants can be picked up** when registering on 19 June (4 pm – 8 pm) and 20 June (8 am to 8.30 am) (see Newsletter May 2020).

Badges for helpers

Sales and info stands: on request, at registration, we will hand out one badge per 2,5 running meters, with the name of the participant and the designation “Standhelfer” (stand helper).

Artists with **individual exhibitions** receive no helper badge, as helpers for set-up and dismantling need no badges. In case of combinations of a stand and an individual exhibition or an exhibition with a workshop a helper badge can be requested.

Group exhibitions: only the members registered in writing receive a badge.

For **staff for set-up and dismantling** no badges or advance registration are necessary, as they need access to the premises **before and after the opening hours only. During the fair they cannot remain on the premises after 10 am with the tacit approval of the organiser.**



Hall 3, with tables and walls, seen from the gallery before the accreditation

Deadlines

The most important deadlines for the participants depend on the date of their **registration** and the **availability of the advertising material**.

10/11/2019	Deadline for early-bird registrations
From 11/11/2019	Standard rate
15/2/2020	Deadline for the flyer
31/3/2020	Deadline for the printed programme and deadline for your advertisements in the programme
From 1/4/2020	From this date, only entries in the programme on the website are possible
1/3/2020	Deadline for the sampler 2019 (works will be exhibited in 2018)
January to March 2020	Reserved for the preparation of detailed room plans, allocation of stand numbers, production and posting of pre-ordered promotional material
May 2020	Posting of room plans, second Newsletter and organisational details , preparatory work with the teachers and pupils of the PHORMS Campus School. Gifts numbers and tags will be posted with the plans.
15/5/2020	Deadline for the registration of new entrants (standard rate, entries only in a supplement to the printed programme distributed during TEXTILE ART BERLIN and on the website)
20-21/6/2020	16th TEXTILE ART BERLIN

Information on the fair

Venue

PHORMS Campus Berlin-Mitte, Ackerstraße 76, 13355 Berlin.

Our venue can easily be reached by car and public transport (see the plan on our website (<http://www.textile-art-berlin.de/so-finden-sie-zu-uns>)). There is a stop of the 247 bus directly in front of the school (stop: Gartenplatz)

Opening hours for visitors, ticket prices

- **Fair and exhibitions:** Saturday, 20 June 2020: 10 am to 6 pm and Sunday, 21 June 2020: from 10 am to 5 pm.
Day tickets: €13, weekend tickets: €19. Disabled, unemployed, students and pupils over 17 years of age (with an identity card): half of the regular ticket price. Free entry for

accompanying children. **Large travel groups** of more than 8 persons can be granted a 10 % reduction (**only with advance reservation**).

- **Fashion shows:** Saturday 20 June 2020: 7 to 9 pm, tickets: €10, in the theatre.
- **The Visitors' Flea Market** will be in a large and bright room on the 4th floor and is easily accessible by the stairs and three elevators, the opening times are the same as for the fair.

Set-up and dismantling of stands and exhibitions

Set-up: Friday, 19 June 2020

- **Gyms:** 3 – 11 pm (access via Hussitenstraße)
- **Foyer 1 and 2, and 3rd and 4th floor:** 6 – 11 pm
- **Saturday 20 June 2020,** 8 to 9 am

Dismantling: Sunday, 21 June 2020 5 to 9:30 pm. Dismantling stands and taking down exhibited objects **before 5 pm on Sunday is not permitted.**

Responsibilities, important addresses

1. Overall organisation, application for participation and registration for all participants, sales and info stands, workshops, exhibitions: Nathalie Wolters and Team, Galerie in der Victoriastadt, Türschmidtstrasse 12, 10317 Berlin-Lichtenberg, Tel.: +49 (0)30 / 3 05 32 38, Fax: +49 (0)30 / 3 05 48 00, www.textile-art-berlin.de, info@textile-art-berlin.de

2. After receipt of the confirmation of your registration: for questions regarding:

- **Fashion shows, overall direction and design:** Pia Fischer, Creation Pia Fischer, Eisenacher Strasse 69, 10823 Berlin, Tel.: +49 (0)30/ 78 95 09 15, Mobil: +49 (0) 15 77 / 1 91 85 73, info@creationpiafischer.de, www.creationpiafischer.de
- **Visitors' Flea Market:** Nathalie Wolters and Team, Galerie in der Victoriastadt, Türschmidtstrasse 12, 10317 Berlin-Lichtenberg, Tel.: +49 (0)30 / 3 05 32 38, www.textile-art-berlin.de, info@textile-art-berlin.de
- **Website:** Matthias Marsen und Nicole Schult-Marsen, zeitstil design+text, Tel.: +49 (0)30/ 55 49 11 83, Fax: +49 (0)30 55 49 11 83, info@zeitstil.com, www.zeitstil.com

Advertising

We advertise the whole year in many electronic and print media. In 2019 we distributed 500 posters, 6000 programmes, 15,000 folded cards and 35,000 flyers. More than 30 magazines and periodicals (e.g. Textilkunst International, the members' journal of Patchwork Gilde, Filzfun, Mollie Makes, Lena's Patchwork) and local newspapers (among others: Berliner Morgenpost, Berlin Programm, Berlin Newsletter, BZ, Tagesspiegel, tip Berlin, Zitty) have published articles and ads about TEXTILE ART BERLIN. Over the years, our press and public relations officer, Ms Sigrid Kohn, has established a fantastic media presence (our media partners are listed on our website). Moreover TEXTILE ART BERLIN has been mentioned in several programmes of radio and TV stations. On www.berlin.de/wirtschaft/messekalender/ we are represented with an article, information and fotos.

Our high-traffic website offers comprehensive information on the participants and the fair. In the three months before the fair alone, we usually count 300,000 clicks. The new programme will be online at the beginning of January.

The fair is accompanied by the Textile Art Magazine, an excellent online magazine, run by Ms Claudia Eichert-Schäfer, offering articles, reports, interviews and many fotos on textile art and selected artists (www.textile-art-magazine.com).

NEW: Our visitors will receive regular emails with new information, spotlights on participants and fotos (for this reason the quality of your fotos is very important!).

We have a facebook page: Click on the facebook logo  on our website www.textile-art-berlin.de. You need not have a facebook account. Many participants and visitors have written comments and uploaded fotos. We are looking forwards to your constructive contributions.

You can make a significant contribution to the advertising effort by distributing folding cards and flyers not only to friends and acquaintances, but also to your customers and other possible visitors. Should you have a stand at a **small or large event or fair between January and July 2020** we would ask you to promote TEXTILE ART BERLIN. Especially if combined with a personal recommendation, this is one of the most efficient advertising methods. **Please do not forget** to order advertising material and customer tickets on your registration form (folded cards are already available, flyers will be available in March 2020).

Annual Sampler

Our competition for the “Annual Sampler 2020” has **again** produced wonderful works. The 86 samplers will be exhibited again, on 26 and 27 October 2019 in the Museum Europäischer Kulturen, Berlin.

Conditions for participation

Every year there is an updated version of the Conditions for Participation (which can also be downloaded from our website) in which you will find all required information.

Upon registration you will need to confirm in writing that you have read the Conditions for Participation and the Newsletter and agree to the terms set out therein.

There is always **“too much small print”**; nevertheless, we have to ask you to carefully read the relevant points in the Newsletter and the Conditions for Participation. They are a binding part of your contract as a participant.

If you have not participated in TEXTILE ART BERLIN yet, but would like to take part, please feel free to read more on the website so you can get an impression of the fair.

Any more questions?

Please address any questions **exclusively** to Nathalie Wolters and Team, Galerie in der Victoriastadt, Türschmidtstrasse 12, 103317 Berlin-Lichtenberg, Tel.: 0 30 / 3 05 32 38, info@textile-art-berlin.de

Please do not contact the PHORMS Campus if you have questions, even if they relate to the layout of rooms. **The secretariat cannot help you!**



Large hall on the 4th floor.

Mixed Media Mosaic – The public participation project of TAB since 2018

If you wish you can contribute to the success of our public participation project by passing on the information to your friends and customers.

Dear TEXTILE ART BERLIN Community,

We are delighted to present on 20/21 June 2020 the participations of creative visitors of TAB on more than 11 meter long displays with their joint work of art.

Many different people have created over three years a textile mosaic consisting of many small mixed media works.

- All materials are welcome: paper, plastics, fibres, wires, beads, all kinds of thread and naturally all textile materials.
- All techniques are permitted, diversity is important to us.
- All colours may be used. All works should be mounted on handicraft felt (black or dark blue) with straight borders, size: 10 x 10 cm. The max depth of the work may be 2,5 cm. In case of heavy elements, e.g. beads, we recommend using a double layer of felt.
- Every person may hand in 10 squares, which will be mounted by us. The mosaic remains the property of Galerie in der Victoriastadt and is supposed to grow every year. We plan to exhibit is every year.
- In order to be able to present your lovely individual creations as a harmonious whole, we ask you to send us your works no later than 31 March 2020.
- Please send your squares to **Galerie in der Victoriastadt, Türschmidtstraße 12, 10317 Berlin.**

We are looking forward to this joint new project!

Your TAB Team