

Press Information

WIENER SCHMUCKTAGE 2018

International Festival of Contemporary Jewellery  
6 – 11 November 2018 at 35 locations across Vienna

Tuesday, 6 November 2018, 7:30 p.m.  
KICK-OFF WITH OPEN CALL 2018 – PRESENTATION  
MAK Columned Main Hall

Wednesday, 7 November 2018, 2–10 p.m.  
SCHMUCK.NACHT  
Exhibition and Presentation of  
current jewellery collections in galleries,  
jeweller's shops, and institutions

Sunday, 11 November 2018, 11 a.m.–4 p.m.  
SCHMUCK.DISKURSIV  
Lecture series in the MAK FORUM

(Vienna, 21 August 2018) For six days from 6 to 11 November 2018, the programme partners of the WIENER SCHMUCKTAGE will present their work at 35 locations across Vienna.

*'Some 160 Austrian and international jewellery makers presented their latest pieces of jewellery in solo and group exhibitions in 2017. That exceeded all expectations. In only three years, the platform WIENER SCHMUCKTAGE evolved into an international festival of contemporary jewellery in Vienna. In 2018, we can once again expect a similar number of participating jewellery makers.'*  
Christina Werner, Leading Project Manager, WIENER SCHMUCKTAGE

In 2018, the pieces on display will range from innovative author jewellery, upcycled and recycled designs to jewellery made of paper, Corian®, porcelain and horn. Moreover, the festival will show sculpture, video and performance work as well as presentations of current jewellery collections using traditional gold- and silversmiths' techniques.

A PASSION FOR MAKING JEWELLERY

In recent decades, the transitions between the various ways of making jewellery have become more fluent. Experimenting with innovative materials and techniques is increasingly taking centre stage. The boundaries between traditional craft and conceptual design are blurring. Interdisciplinary and transdisciplinary approaches – such as an intensive engagement with sculpture, video, performance, architecture, design and fashion – are leading to surprising results in jewellery production.

At the same time there is a trend to return to handicraft tradition. Thus leading to a conscious and responsible handling of our material resources facing the altered production conditions and the consumer behaviour of today. The diverse approaches in jewellery making are reflected in the jewellery pieces itself. One thing unites all of the jewellery artists – the passion in experimenting and searching for aesthetic solutions, which amazes us constantly.

KICK-OFF WITH OPEN CALL 2018 – PRESENTATION IN THE MAK COLUMNED MAIN HALL

The WIENER SCHMUCKTAGE invite jewellery artists to participate in the OPEN CALL 2018. Since 2016, the international open call offers ten jewellery artists, who are selected by a jury, the possibility to introduce themselves to the public. For the third year in a row, ten select pieces of jewellery will be presented at the KICK-OFF event in cooperation with the MAK – Austrian Museum of Applied Arts / Contemporary Art.

The ten selected jewellery pieces will be shown for the entire duration of the WIENER SCHMUCKTAGE 2018 in the MAK Columned Main Hall.

The WIENER SCHMUCKTAGE invite the public to the KICK-OFF on Tuesday, 6 November 2018 at 7:30 p.m. The event is intended as a networking occasion, where programme partners, experts and jewellery lovers are welcome to get together and wear their favourite jewellery.

#### FAB ATELIER JEWELLERY AWARD

With the Fab Atelier Jewellery Award, FAB ATELIER supports young and talented jewellery designers who are at the start of their careers and in the process of establishing their own jewellery brand. Together with the winner of the Fab Atelier Jewellery Award, FAB ATELIER further develops, produces and markets select pieces of jewellery.  
The Fab Atelier Jewellery Award supports the development of a commercially successful collection to generate designers' first sales.

The open call for participation in the Fab Atelier Jewellery Award is a cooperation between FAB ATELIER and the WIENER SCHMUCKTAGE. The participant will be announced during the KICK-OFF at the MAK – Austrian Museum of Applied Arts / Contemporary Art. The development, production and marketing of a commercially successful collection is equivalent in value to €5,000.

#### INTELLECT, FEELTOUCH, EMOTION, SENSUALITY

The WIENER SCHMUCKTAGE intensify public engagement with contemporary jewellery production and awaken their desire to wear jewellery. The compelling specially developed event concept sensitizes the public's intellect, sense of touch, emotions and sensuality in equal measure. The persons responsible for developing the programme of the WIENER SCHMUCKTAGE are Veronika Schwarzinger and Christina Werner.

In the framework of solo and group exhibitions, workshops (SCHMUCK.FÜHLEN), motto breakfasts with jewellery makers (SCHMUCK.SCHMECKEN) and themed guided tours of studios, galleries, jeweller's shops as well as museum collections (SCHMUCK.MACHEN), contemporary jewellery making is transformed into a unique experience.  
The SCHMUCK.NACHT will take place on Wednesday, 7 November 2018 from 2 to 10 p.m.

#### SCHMUCK.DISKURSIV

Launched in 2017, the SCHMUCK.DISKURSIV feature of the programme will continue this year. With lectures, discussions, performances, film and video screenings as well as readings focusing on jewellery, the aim is to raise awareness and to start a debate about what jewellery can be and how wearing jewellery accompanies us in our everyday lives. This year's lecture series SCHMUCK.DISKURSIV in the MAK FORUM on Sunday, 11 November 2018 from 11 a.m. until 4 p.m., revolves around innovative approaches of new materials and technologies. The programme will offer jewellery makers and experts alike a unique opportunity to share and deepen their knowledge and experience of jewellery.

#### PROGRAMME PARTNERS

**1010** 01 MAK – Austrian Museum of Applied Arts / Contemporary Art | 02 MAK Design Shop | 03 DOM MUSEUM WIEN | 04 SASKIA SHUTT at EKA KOCHUT. JEWELLERY&MORE | 05 OSCAR & FILU | 06 DOROTHEUM | 07 SKREIN\* Die Schmuckwerkstatt | 08 ALJA&FRIENDS | 09 ALEXANDRA MUEHLBEK UNIKATE at HARTMANN WIEN | 10 ATELIER KRAINER | 11 3&9 DESIGN at EVA BLUT STORE | 12 ITALIANO PLURALE at DER GROSSE BÄR | 13 GALERIE MOHA | 14 ANITA MÜNZ | 15 JUTTA SCHAEIDT BIJOUX at ANITA MÜNZ | 16 V&V GALERIE | 17 ELEMENTARIS BY BEATE PFEFFERKORN at STAMM CONCEPT STORE | 18 STOSSIMHIMMEL Studio for Contemporary Jewellery | 19 AGENDA24 at CAFÉ NABER | 20 FREYWILLE Vienna | 21 Kolleg für SchmuckDesign der KunstModeDesign Herbststrasse at das weisse haus | 22 NATURHISTORISCHES MUSEUM WIEN **1030** 23 MÜNZE ÖSTERREICH AG **1040** 24 WIEN MUSEUM **1070** 25 VIENNA BUSINESS AGENCY | 26 MICHAELA ARL DE LIMA | 27 STEIERMARKE at AUSTRIAN FASHION ASSOCIATION | 28 AA-COLLECTED BERLIN at INA KENT Store | 29 KOLLEKTIVKRAFT at GALERIE MANA | 30 FAINA & AURIS KU at WE BANDITS | 31 MARIO ALBRECHT GESTALTUNG at WIENER KONFEKTION | 32 JVAHB at MODUS VIVENDI | 33 SCMUQUE BY JULIA MÜNZING at DESIGN & ART **1090** 34 WIENER GOLDSCHMIEDE-LEHRGANG | 35 MUSEUM FOR JEWELLERY CRAFTS AND TECHNOLOGY and G\* BURG GIEBCHENSTEIN KUNSTHOCHSCHULE HALLE

#### PLAT.FORM

The WIENER SCHMUCKTAGE is *the* platform for contemporary jewellery making in Austria. The aim of the WIENER SCHMUCKTAGE is to introduce the full scope of contemporary jewellery production to the widest possible public.

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#### INFORMATION ABOUT THE PROGRAMME from 15 September 2018

[www.wienerschmucktage.at](http://www.wienerschmucktage.at)

#### REGISTRATION from 15 September 2018

[www.wienerschmucktage.at/programm](http://www.wienerschmucktage.at/programm)

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#### TEAM

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