


POTS UND BLITZ



**CERAMICS
PORCELAIN
DESIGN MARKET**

**Invitation to Register
MuseumsQuartier Vienna
24 to 26 September 2021**

**Fr, 2pm to 7pm
Sa, 10am to 7pm
Su, 10am to 6 pm**

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ARE YOU FIRED UP BY CERAMICS?

Are you passionate about shaping clay into unique items? And would you like to make your ceramic handicrafts – from art objects to elegant tableware – accessible to a wide, design-loving public?

Then you've come to the right place. Take part in **POTS und BLITZ – Ceramics • Porcelain • Design Market**. From **24 to 26 September 2021** some fifty international ceramicists will gather in the MuseumsQuartier in Vienna to present their high-grade multifaceted creations to ceramic enthusiasts, connoisseurs and collectors.

Register now for POTS und BLITZ!

THE SITE AND EXHIBITION AREAS

In the historic setting of the MuseumsQuartier, the **Ovalhalle, Foyer** and **Arena21** will be available as exhibition areas.

There will be **three categories of exhibition area: small** (3 m²), **medium** (4 m²) and **large** (6 m²) – ideal for larger objects.

We offer diverse **exhibition furniture** as well as chamois-coloured, floor length **table coverings** for rent. The type of furniture, size and price are listed in the attached information sheet.

We also have a central **debit card payment service** available for a fixed fee and small handling charge. In addition, there are two cash dispensers for visitors nearby.

STAND DESIGN

As POTS und BLITZ is intended as a high-calibre art and design market, **high-quality decorations** and **innovative exhibition stands** are particularly important.

MARKETING

The aim is to establish **POTS und BLITZ – Ceramics • Porcelain • Design Market** as a regular event in the ceramic calendar. As market specialists, we have the expertise and marketing know-how and a wide network of contacts. The following marketing measures will be employed to publicise the event: **printed matter** such as posters and flyers | **online marketing** including a website, Facebook and Instagram | **direct marketing** in the form of a newsletter and a mailing | **tourism marketing** | **PR** and press releases, as well as **classic marketing** such as insertions in the relevant media.



Cups: H. Rotter | Vases: M. Van der Donk | Sculpture: R. Benedikt | Photos: A. Schmidle



THE ORGANISERS

MTS – MARKETING TOURISMUS SYNERGIE WIEN GMBH

We have been organising markets since 1994. Our core competence is the organisation of markets and events with a focus on culture, design and crafts. MTS Wien markets include the Schönbrunn Christmas and New Year's Market, the Schönbrunn Easter Market, POTS und BLITZ, and since 2017 WeihnachtsQuartier. In 2017 we organised the Schloss Hof Christmas Market for the first time. We also assist customers with their marketing, PR and media activities.

IMPORTANT

We attach particular importance in our events to the **exceptional quality of the products** together with a unified approach and well-developed infrastructure.

We also insist that only individually designed and hand-made products made of clay or clay mixtures are presented.

The exhibitors are selected by a **specialist jury** in consultation with the organisers, MTS Wien. We reserve the right to refuse registration for applicants who are not in line with the high-quality requirements of the jury or the concept as a whole.

YOUR APPLICATION

Would you like to register for POTS und BLITZ? Please submit your detailed application on our online portal by 31 July 2021 at the latest.

We reserve the right to cancel POTS und BLITZ 2021 until the end of August in case we cannot gain a certain number of exhibitors.

We look forward to working with you to ensure that **POTS und BLITZ – Ceramics • Porcelain • Design Market** is a resounding success.

Yours sincerely,

Gabriela Schmidle
managing director

Barbara Gobl
project manager

Subject to alterations



Ute Naue-Müller, Stand Herbststrasse and Claude Leeb at Pots und Blitz 2019 / Photos: A. Schmidle, G. Fally