

A photograph of an outdoor ceramics fair. In the foreground, several ceramic sculptures of human figures are displayed on a white table. One prominent sculpture is a tall, slender, light-colored figure. To the right, a woman in a black top is working on a piece of pottery. The background shows a blurred street scene with buildings and other people.

APPLICATION

**OLDENBURG
INTERNATIONAL
CERAMICS FAIR**

WERKSCHULE - WERKSTATT FÜR KUNST UND KULTURARBEIT E.V.



OLDENBURG INTERNATIONAL CERAMICS FAIR

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APPLICATION

GENERAL INFORMATION

OLDENBURG INTERNATIONAL CERAMICS FAIR



Every summer during the first weekend of August, the Oldenburg International Ceramics Fair takes place in Oldenburg and turns the city into a point of attraction for ceramic artists, fans and proven experts from all over the world. The fair, organized by “Werkshule – Werkstatt für Kunst und Kulturarbeit”, an association for artistic and cultural education in Oldenburg, has built up an excellent reputation as an event of highest european standard with extraordinary workshops, award ceremonies and international ceramic stars – a special event for everyone who is into arts, design and handicraft. Central place of action is the ceramics market nearby the Oldenburg Castle where over 125 chosen, professional potters and ceramists from Germany and foreign countries present their artwork. Ceramic unique products, vessels and sculptures can be found and bought – especially interesting for passionate collectors and admirers of extraordinarily designed objects which are not commonplace.

The organizers are experts for ceramics. In 1983, the Ceramics Fair was originated by local government. Since 1999, the “Werkshule – Werkstatt für Kunst und Kulturarbeit e.V.” assumed responsibility for organization of the event. Since then, the event has gained international reputation due to a jury taking high quality standards into consideration when choosing fair participants. The main focus of the market is on artistic ceramics.

As a participant, you will meet a well informed and interested audience. Each year, over 60,000 visitors, lovers of ceramics and experts use the Oldenburg International Ceramics Fair as a place for exchange, information and to establish long-lasting contacts. Additionally, there will be an excellent supporting programme to attract further people to visit this ceramic event.



... AND THE WINNER IS:

EXHIBITION & AWARDS

OLDENBURG INTERNATIONAL CERAMICS FAIR



SPECIAL EXHIBITIONS AND AWARD CEREMONYS

The Oldenburg International Ceramics Fair provides the opportunity to show top-class ceramic arts to a large audience. The best artists will be honoured with awards. There are three awards to win: Oldenburg Ceramics Fair Ceramics Award (“Detlef Schmidt Wilkens Award for Ceramics”), an award sponsored by NEW CERAMICS / NEUE KERAMIK and an audience award.

Detlef Schmidt Wilkens Award for Ceramics

Due to our company’s aspiration to convey and defend criteria of quality, we want to make quality standards easily comprehensible and honour extraordinary artistic work. Therefore, we initiated the Ceramics Award to feature the best works of the exhibition.

The NEW CERAMICS award

Since 2009, the publisher of the trade journal “NEW CERAMICS / NEUE KERAMIK” sponsors the NEW CERAMICS award which is endowed with 2,000 €. This award honours excellent ceramic work in the fields of vessels, sculptures and ceramic painting. Beside the prize money of 1,000 €, the winner receives a scholarship worth 1,000 € for a study visit at one of the international university places for ceramics, for example in Denmark, Italy, China or in the USA.

Furthermore, the laureate will have a curated solo exhibition which takes place during the Oldenburg International Ceramics Fair in the next year and can be seen for six weeks. The “Landesmuseum für Kunst und Kulturgeschichte Oldenburg”, a museum for arts and cultural history in Oldenburg, is cooperation partner for this exhibition – a proof for the appreciation of contemporary ceramics as an artistic discipline.

Audience award

Which artistic work of the exhibition is most appealing to the visitors? This award requests all visitors to observe, to assess and to evaluate precisely. The public favourite will be honoured with a prize money of 500 €, sponsored by the company “SIBELCO” and a private sponsor.

The award ceremony takes place in the Oldenburg Castle on Saturday evening of the fair weekend.

With an ensuing banquet for all participants, the day will end in a relaxed atmosphere.



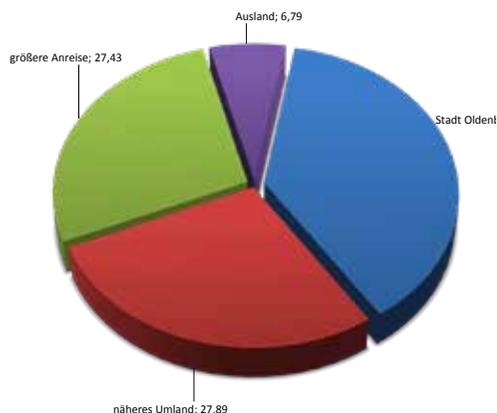
FACTS & FIGURES

REVENUES, ADVERTISEMENT, VISITOR STATISTICS

OLDENBURG INTERNATIONAL CERAMICS FAIR

With an anonymous survey about the volume of sales, we can verify the revenues in comparison to the previous year's figure. In average, there is a revenue of 300,000€ during the two days of the Oldenburg International Ceramics Fair.

WHO VISITS THE CERAMICS FAIR?



VISITOR STATISTICS

The audience is composed of experts, collectors, gallerists, journalists, people from museums and further lovers of ceramics. Overall, the visitors are well informed, eager to buy and have a strong interest in an individual and upmarket lifestyle.

Arts and culture have a strong influence on our visitors concerning their lifestyle. They appreciate quality, aesthetics and good design, are knowledgeable, interested in background information and love to have a look behind the scenes. In general, our visitors, a combination of an expert audience and ambitious private people, are potential purchasers. Over 60,000 people visit the market every year. 30% are visitors who come from Oldenburg, 35% are living in the region, among 31% are travelling more than 100 km to visit the event and 4% are foreign visitors.

three hundred thousand

Advertisement

is necessary to achieve sale successes. We advertise for you to address our visitors directly. Our advertisement:

A leaflet in the trade journal NEW CERAMICS

A brochure presenting all participants of the fair

Distribution of this brochure in museums, galleries etc. in Germany

Ad placements in international trade journals

Posters as advertisement in the region during the weeks before the event

Pre-announcements and reports in the local radio

You can look forward to visit Oldenburg! Oldenburg is the economical center for Bremen/ Oldenburg metropolitan area, university city, German City of Science 2009 and home for over 160,000 people. Its geographical position between the North Sea, Bremen and the Ammerland, but also a large number of cultural events like the Filmfestival Oldenburg, the "Kultursommer" festival, the Oldenburg International Ceramics Fair and

the Christmas market "Lambertmarkt" make living in Oldenburg attractive and diverse. The museums, exhibitions and theatres of Oldenburg set cultural focuses on a supra-regional level. If you need help to plan your stay in Oldenburg, the team of Oldenburg Tourismus und Marketing GmbH will gladly support you and offer you some special conditions. www.oldenburg-tourist.de