



résonances

2013

European exhibition
for arts and crafts

8 TO 11
NOVEMBER

PARC EXPO
STRASBOURG
WACKEN

www.salon-resonances.com





Nathalie Banos, Feltmaking designer © Olivier Hurel



Pascal Oudet - Art turner and wood carver



Suzanne Otwell-Nègre - Contemporary jewellery designer © Steven Morlier

résonance[s]

European exhibition for arts and crafts

Fremaa and Ateliers d'art de France propose you to exhibit your works among 180 French and European professionals working in arts and crafts, to post the current face of arts and crafts, which blend creativity, ingenuity, excellence of the know-how and artistic renewal.

Come and display your creations to a discerning public and show them the creation, innovation and design characteristic of the world of arts and crafts today.

A PRESTIGIOUS SELECTION

résonance[s] is resolutely contemporary and will be exclusively reserved for professionals working in arts and crafts.

A rigorous selection process will be conducted by a panel of experts to ensure a high level of quality, originality and aesthetics at the exhibition.

The selected professionals will show only unique pieces and small series.

The show will also host guest of honor, iconic Houses, prestigious ambassador of arts and crafts.

STRASBOURG : A DYNAMIC CITY

Strasbourg enjoys an exceptional geographical location. Located in the heart of one of the most dynamic and richest regions of France, Strasbourg borders both foreign countries like Germany and Switzerland.

An European city and of France's well-known "Ville et Métiers d'Art", Strasbourg is a destination with a strong cultural heritage and has an undeniable economic and tourist attraction.

In addition, the timing is perfect for early Christmas shopping.

AN AMBITIOUS PROGRAM AND SCENOGRAPHY

Covering nearly 6,000 m², the exhibition guarantees a high aesthetic quality and will provide a setting made to measure, contemporary and elegant.

2012, the scenography was voted in by 99 % of the exhibitors.

Besides that, to bring a stature to the show, highlights and meetings rich in discoveries will be organised : famous guest houses, a number of foreign collective crafts, conferences, fashion shows, etc.

A WELL-INFORMED AUDIENCE

By showing your works at *résonance[s]* you will meet a high quality, knowledgeable public, living in the city and with high purchasing power, and especially loyal for over 15 years through the *fremaa* support work.

This event, with undeniable commercial potential, will also affect the public but purchasing advisors, decorators, interior designers, hotel managers and other retailers too. 2012, 49 % of the exhibitors have contacts with a professional public.

And with more than 16,000 visitors for its first edition, this show guarantees you excellent visibility with a targeted audience and helps you to expand your customer base.

EXHIBITORS SATISFIED

- 94 % are satisfied to very satisfied of the show
- 98 % are satisfied to very satisfied of the show organisation
- 96 % are satisfied to very satisfied of the communication set up
- 96 % are satisfied to very satisfied of the visits
- 83 % are satisfied to very satisfied of their sales



CIGIL - Furniture designer



Hélène Lathoumétique - Ceramist © Xavier Duroselle

LARGE-SCALE MEDIA PLAN

- A weighty poster campaign plan with more than 400 faces
- Advertising in specialized press
- Advertisements in daily and weekly newspapers
- Local Radio and TV
- E-mailing
- Direct Marketing (invitations, newsletters,..) on file to AB+ target



Lauref - Paper and wire sculptor

A STRONG PARTNERSHIP

Initiated by the Fédération Régionale des Métiers d'Art in Alsace (frémaa), the show *résonance[s]* is co-organized with Ateliers d'Art de France.

FREMAA

Created in 1996, today fremaa federates 160 arts and crafts professionals selected on high level criteria.

Following the success of its actions (economic, cultural and training), the fremaa was designated as the regional benchmark for arts and crafts.

www.fremaa.com

ATELIERS D'ART DE FRANCE

As a professional organisation of arts and crafts, Ateliers d'Art de France groups more than 5,400 artisans of art, artists and manufacturers of art throughout France.

Its mission is to validate, represent, defend and promote the economic development of the art studios.

www.ateliersdart.com

SCHEDULES

Friday, Nov. 8 : 10am to 7pm

Saturday, Nov. 9 : 10am to 8pm

Sunday, Nov. 10 : 10am to 7pm

Monday, Nov. 11 : 10am to 6pm

PRICE

6 euro

Free for under 18 and students

Half price admission on Friday & Monday

CONTACT

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