

Blickfang Vienna 2008 - Design Event for Furniture & Fashion, 17-19 October, 2008

Sydney Corner credited for “*best stand concept and most innovative design*” at MAK - Museum of Contemporary Art Austria.



Europe embraces Australian Design

Blickfang - Sydney Corner was the highlight in Vienna this year with Australian Icons agency once again bringing more than 10 innovative Australian designers to the Museum of Contemporary Art Austria following successful shows in Zurich and Stuttgart.

www.blickfang.com

www.australian-icons.com

The Australian brands selected represented the diverse spectrum of innovative design in Australia from fashionable, eco-friendly Envirosax bags to award winning NEOZ lamps. Further participants included newcomer Djaafar, Steven Harkin, F!NK & Co., Husque, Marc Pascal, Third Drawer Down, Zaishu and Luisa Clare's collection as the highlight at the fashion show.

Belinda Klaes, Australian Icons (Berlin, Germany): “The prize for the “*best stand concept and most innovative products*” is a further motivation to continue to assist Australian designers achieve success on the European market. The enthusiasm from the visitors from Vienna for the high standard of Australian design left Sydney Corner completely sold out after Blickfang.”

Mark David-Tooze, Envirosax - eco-friendly bags (Currumbin, Australia): “After huge success at Blickfang Zurich and acquiring department store Globus as a stockist, we gained another 6 retail stores in Vienna convinced by our environmental message.”

Blickfang Vienna 2008 was officially opened by Australian Ambassador Peter Shannon.

Blickfang – Sydney Corner images:

http://www.australian-icons.com/downloads/sydney_corner_01.jpg

http://www.australian-icons.com/downloads/sydney_corner_02.jpg

http://www.australian-icons.com/downloads/sydney_corner_03.jpg

http://www.australian-icons.com/downloads/blickfang_08_mak.jpg



Australian Exhibitors:

Djaafar www.djaafar.com

Envirosax www.envirosax.com

FINK & Co. www.finkdesign.com

Husque www.husque.com

Luisa Clare www.luisaclare.com

Marc Pascal www.marcpascal.com

Neoz www.neoz.com

Steven Harkin www.stevenharkin.com

Third Drawer Down www.thirddrawerdown.com

Zaishu www.zaishu.com

Link:

Radio Vienna <http://wien.orf.at/stories/315783/>

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