

DESIGN, FASHION & ENJOYMENT
STYLISHLY PRESENTED

CITY DESIGN QUARTER TIER

A EXCLUSIVE DESIGN- & CULINARY
EVENT IN THE HEART OF VIENNA

12–14 MARCH 2027

AT
THE **PALAIS NIEDERÖSTERREICH**

CITY DESIGNQUARTIER at the Palais Niederösterreich

The **CITY DESIGNQUARTIER** returns in 2027. From **12 to 14 March**, the design market will bring together around **100 selected designers, manufacturers and gourmet brands** at the historic Palais Niederösterreich.

Setting a high-quality tone for the design year, it creates an **elegant design weekend** that brings together independent fashion, authentic jewellery, lifestyle design, craftsmanship, and culinary delights.

The atmosphere blends historical elegance with city centre flair to provide an ideal setting for labels that prioritise quality, authenticity, aesthetics, and a distinctive design identity.

What to expect:

- An **exclusive location**: the prestigious Palais Niederösterreich
- A **curated design market**: carefully selected by a jury of experts
- A **design-savvy audience of visitors** who appreciate high quality, sophistication and authenticity.
- **Professional promotion**: comprehensive marketing and press relations
- A **gourmet lounge area**, offering an additional high-quality experience in a stylish setting
- **Optimal sales and presentation conditions**: visibility in a high-quality, design-conscious environment.

Following its successful debut in 2026, we invite you to be part of this exclusive event.



**CITY
DESIGN
QUAR
TIER**

IT'S A GOOD DAY FOR DESIGN



PALAIS NIEDERÖSTERREICH
Herrengasse 13, 1010 Vienna



12 to 14 March 2027



Friday, 12 March from 3 pm to 8 pm
Saturday, 13 March from 11 am to 8 pm
Sunday, 14 March from 11 am to 6 pm



www.citydesignquartier.at



designquartiere

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THE LOCATION



Palais Niederösterreich, courtyard | Herrengasse 13 | 1010 Vienna

The **PALAIS NIEDERÖSTERREICH** is one of the most beautiful and elegant event venues in the heart of Vienna and provides an exclusive setting for a weekend celebrating design, fine craftsmanship and quality.

The **CITY DESIGNQUARTIER** presents its exhibitors in a charming historical atmosphere combined with modern urban elegance. It offers over **1,000 m² of event space**, including **four state rooms** housing the largest contiguous ceiling fresco in Austria.

The Palais Niederösterreich is easily accessible by public transport, with the »Herrengasse« underground station and bus lines located nearby. The »Freyung« and »Am Hof« public car parks are also located nearby.

**CITY
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MARKET DIVERSITY AT A GLANCE

Independent Fashion

Ceramics & Porcelain

Goldsmithing & Genuine Jewellery

Wellness & Cosmetics

Craftmanship

Gourmet Food & Culinary Manufactoriess

Interior & Outdoor Design

Bags & Textiles

Accessoires

Illustration & Graphic Design Art & Photography

Must have für Kids

Stationery & Books

Fashion Jewellery

**CITY
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FASHION WALKS



YOUR COLLECTION. YOUR PRESENCE. YOUR STAGE.

Transform the Palais Niederösterreich into a **catwalk for your label!**

As part of the CITY DESIGNQUARTIER, you can present your latest collection in your very own fashion walk, combining creativity and effectiveness. Whether you specialise in **fashion, accessories or jewellery**, take advantage of the Palais's exclusive atmosphere to create an unforgettable showcase.

Wow your regular customers, inspire new target audiences, and present your label in your own unique way.

You can design your presentation however you like and bring your own models and stylists. The result will be a live fashion walk that bears your signature and showcases your collection authentically.

Book your slot and make your label stand out at the CITY DESIGNQUARTIER.

Marketing and administrative fee: € 150

**CITY
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● ADVERTISING

- Target group-specific advertising activities, e.g. Falter.morgen newsletter, 1000things, Die StadtSpionin, Guided Vienna, FashionTour
- Media partnership
- Direct address of the target group in the Francis Market (concept store) & Plaza by distribution of the CITY DESIGNQUARTIER flyers with each purchase and posters
- Integration in various online event calendars
- Side event
- Poster advertising
- Hand out hand2hand leaflets

● SOCIAL MEDIA

- Intensive promotion on social media (Facebook & Instagram) through new content and targeted advertising measures (customer audiences, lookalike audiences, retargeting) to increase reach and interaction (using additional advertising budget)
- Using the synergies of MODEPALAST's social media channels
- Social Media | FB 3.500 | Instagram
- Social Media on the part of MODEPALAST – FB 11.000 | Instagram

● PRESS RELATIONS

- Press information & personal contact with editors in targeted media
- Press invitation & on-site press support

● EXHIBITOR GUIDE

- on the website www.citydesignquartier.at
- on the social media channels [Instagram](#) & [Facebook](#): designquartiere



TARGET GROUP

WHO ARE THE VISITORS TO THE CITY DESIGNQUARTIER?

- Our typical visitors are design enthusiasts from Vienna who appreciate unique and extraordinary products – people who are searching for beauty in life.
- As well as design, quality, craftsmanship, authenticity, regionality and sustainability are also important to them.
- Visitors also enjoy learning more about the designers behind the innovative and expertly crafted pieces.
- Our core target group is aged between 35 and 55. Our aim is to curate the range on offer and the lifestyle experience in a way that appeals to both younger and older visitors.
- CITY DESIGNSQUARTIER is expected to attract 7,000 visitors over the three days of the event.

**CITY
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RENTS & DIMENSIONS OF STANDS

Small 3 m² (2x1,5 m, WxD)	€615
Medium 4,5 m² (3x1,5 m, WxD)	€920
Large 6 m² (4x1,5 m, WxD)	€1,230

There are a limited number of stands available. Availability depends on when we receive your application.

Outdoor stand in the sheltered courtyard available on request.
Tent hire available on request.

Caterers wishing to treat our visitors and exhibitors to culinary delights are asked to contact us directly.

If you are using one stand for more than one label, there is a marketing and processing fee of €180 for each additional label beyond the first.

ADDITIONAL OPTIONS

Power plug (3-way Schuko):	€38
Large table (140x70 cm, WxD):	€30
Small table (80x70 cm, WxD):	€30
Chair:	€8

All prices

include a flat-rate marketing and advertising fee

exclude stand fittings, equipment and 20% VAT.

If you require additional space, please contact us.

STAND DESIGN

For an attractive and stylish design market, careful, appealing and innovative product presentation is particularly important. Boxes, packaging and packaging materials must not be stored in plain sight. To maintain the overall appearance, tables and stand structures should be covered with floor-length drapes on at least three sides.

DESIGN QUARTIERE



Your Event Team

Andrea Stricker-Pokorn



+43 676 581 10 63



a.stricker-pokorn@headpro.at

May-Britt Alróe-Fischer



+43 676 581 10 60



may-britt@alroe.at

CONTACT

DESIGNQUARTIERE connects people who create design with those who are interested in it. It stands for independent design, craftsmanship, manufacturing, enjoyment, and creative value creation in Austria.

Our design-based formats run throughout the year, connecting seasonal design markets, physical retail spaces, collaborative special projects, and editorially supported themes.

For visitors, DESIGNQUARTIERE offers an extraordinary, recurring experience that clearly stands out from mass-produced goods and standard product ranges.

Our goal is to offer designers, manufacturing brands and creative producers a professional platform to increase their visibility, boost their sales and establish a long-term presence in a suitable, quality-conscious environment.

The combination of a curated selection, editorial support and versatile communication creates a holistic offering that showcases creative products, promotes young designers, tells the stories behind brands and creators, facilitates personal encounters and strengthens sustainable value creation.

Our formats:

www.citydesignquartier.at | www.fruehlingsquartier.at | www.weihnachtsquartier.at
www.designquartiere.at | www.modepalast.com | www.headpro.at

Social Media: [#designquartiere](https://www.instagram.com/designquartiere) | [#modepalast](https://www.instagram.com/modepalast)

Event Company:

headPro GmbH | Wassergasse 1 | 2500 Baden |
www.headpro.at