



Handmade Festival

BARCELONA

A TOTALLY UNIQUE DO-IT-YOURSELF EXPERIENCE!

APRIL 25TH, 26TH & 27TH 2014

FIRA BARCELONA (Montjuïc Fair Ground)



A space to see, smell, touch, feel and experience the latest **HANDMADE** trends and innovations.



4 LARGE AREAS where you can find everything: thread, paper, cooking, Brico&Deco&Garden and Handmade Weddings.



Exhibitors, workshops, masterclasses, talks, concerts, markets, demos, work areas and unique activities for the whole family over the **THREE DAYS IN BARCELONA.**

Guest country...

FRANCE



OLALA!!



Organizers:


Fira Barcelona

Evident Events
Agència creativa

YOU WILL FIND US AT:

www.handmadefestivalbcn.com



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1. WE WANT YOU THERE!

A unique, innovative and 100% handmade festival. Tailor-made with the greatest of care with everyone in mind: for those who believe, for those who invent, for those who are up and coming, for those who are in the know, for those who are looking for that something special and for those who want to share and learn. A festival that is a must for anyone wanting to be part of the handmade community!

FRANCE, A COUNTRY GUEST - Handmade community has no borders. And this year, makes us very excited that the best savoir-faire approaches to Barcelona to delight us with unique ideas and creations.

SPEAK CORNER - Have a novelty and want the whole world to see? The Corner Speak what you want. An exclusive space for exhibitors who want to present news in your services or products. If you want to be, also have extra space on the Festival website.

1. WE WANT YOU THERE!

1.1 BASIC FACT SHEET

- **DATES:** Friday 25, Saturday 26 and Sunday 27 April 2014
- **FREQUENCY:** Annual
- **OPENING TIMES:** From 10.00 am to 8.30 pm. Sunday 27 April, from 10.00 am to 8.00 pm
- **TICKETS:** 10€* (*Free entrance to under-7s)
- **WHERE:** In BARCELONA , Hall 2 and Plaça de l'Univers, Montjuïc Exhibition Centre.
- **NUMBER OF EXHIBITORS:** 180 in four categories (45 stands per category)
- **NUMBER OF ACTIVITIES:** More than 100 workshops, themed discussions, concerts, product launches, activities for families, etc.
- **EXPECTED VISITORS:** 20.000 visitors
- **EVENT TYPE:** Trade and open to the general public

2. WHY BE PART OF THE FESTIVAL?

2.1 WHAT IS THE HANDMADE FESTIVAL?

A TOTALLY UNIQUE DO-IT-YOURSELF EXPERIENCE!

A place for seeing, watching, experiencing, smelling, touching and feeling all the latest HANDMADE trends and innovations. Divided into four main areas representing every DIY profile, all the crafts one could possibly imagine are waiting to be found, as well as well-known Spanish and international designers and a lot of surprises that are unique to the sector. Stands, workshops, master classes, talks, concerts, markets, demonstrations, hands-on working areas and activities for the whole family will all be taking place over the three-day event in Barcelona, the DIY city par excellence! A unique space to help the imagination run wild.



2.2 WHEN?



FRIDAY 25, SATURDAY 26 AND SUNDAY 27 APRIL 2014

The Barcelona Handmade Festival might be a new event but it has a history that we would like to explain. A history that started out close to the sea with a **handmade fair created with a lot of TLC**. 'Fil, paper i sucre' (Needle, Paper and Sugar) was held in 2011, 2012 and 2013 by various collaborators and exhibitors who have now all become friends and followers and have made it possible to make the leap to a 'proper' trade show! That's why the dates of the last three editions are being honoured.

2.3 WHERE?

AT THE HEART OF BARCELONA

The Montjuïc exhibition site of Fira de Barcelona will be the venue for the HANDMADE FESTIVAL.

Hall 2, with its gross exhibition space of over 14,000 m², will house the most exceptional stands in a privileged central location. Standing at the heart of Barcelona, the Festival will continue to provide its visitors with easy and convenient access from any point in the city and its surrounding area.



2. ¿WHY BE PART OF THE FESTIVAL?

2.4 WHY EXHIBIT?

QUALITY AND STATUS: THE FESTIVAL OF REFERENCE FOR THE SECTOR

- HIGHLY COMPETITIVE RATES for all stand formats. Guaranteed return on your investment.
- The HANDMADE FESTIVAL is the must-go event for the sector and expects to attract around 20,000 visitors..
- Exhibitors ARE CHOSEN with care, as the intention is to make the Handmade Festival synonymous with quality and status.
- Promotional campaign geared towards ATTRACTING BUYERS AND POTENTIAL CUSTOMERS with a major advertising campaign in the mainstream as well as trade media and among opinion leaders in the sector.
- With the SUPPORT AND EXPERIENCE of Fira de Barcelona.
- Take part in AN INNOVATIVE AND DYNAMIC FESTIVAL with a new format that is unique to Barcelona.
- With ENOUGH SPACE to allow thousands of people to come and discover your business. With no problems getting in!
- The layout for the different sectors will HELP TO INCREASE THE NUMBER OF VISITORS, reducing competition.
- A unique opportunity to POSITION YOUR BUSINESS in the handmade city!



2. ¿WHY BE PART OF THE FESTIVAL?

2.5 COMMUNICATION PLAN

A CUSTOMIZED PLAN TO GIVE THE FESTIVAL MAXIMUM VISIBILITY AND PROMOTION

The Handmade Festival organisers are working on a customized advertising campaign that will be designed and executed with great care to provide the maximum visibility to promote the festival and make it a benchmark for the sector. We will ensure that the advertising and promotional coverage underlines the quality of the event and makes it widely known to the general public.

- **Website and social networks** - intensive campaign from November 2013 through to April 2014
- **Specialist medias** - an advertising and informative campaign in the main sector magazines from December 2013 to April 2014
- **General press** - media partners with advertising impacts in the main general newspapers from March to April 2014
- **Radio** - advertising campaign on the main radio stations from March to April 2014
- **Static advertising campaign in Barcelona and its metropolitan** -from March to April 2014



Handmade Festival
BARCELONA

3. HANDMADE SECTORS

3.1 CHOOSE ONE! WHICH ONE IS YOURS?

FIVE MAIN AREAS REPRESENTING EVERY DIY PROFILE

Position your business within the handmade community!

SEWING. Section for both walk-in and online shops selling all types of tools, materials, workshops and products related to needle and thread. Fabrics, buttons, wool, thread, patchwork kits, thimbles, scissors, patterns, Amigurumi, crochet...

PAPER. Section dedicated to scrapbooking, bookbinding, découpage and all the techniques and materials related with the world of paper, such as stamps and seals, inks, wax, albums and booklets. If you have a shop you would like to promote, this festival is for you. You are invited to come and present the latest trends and newest items.

COOKING. This section is designed to promote shops and businesses related to handmade cooking. Creative baking, kitchen utensils, classes and chefs, materials and above all a world of tips on how to do it yourself!

BRICO&DECO&GARDEN. Everything you need to decorate your home and garden using handmade techniques. Shops with tools, materials and tips on how to redecorate our life. The latest in natural materials to help us recycle and create pieces for our house, both inside and out: urban gardens, recycled furniture, oil, soap, gardening tools... and much more!



3. HANDMADE SECTORS

3.2 A FESTIVAL FOR THE SENSES

A WHOLE LOT OF THINGS WILL BE GOING ON AT THE BARCELONA HANDMADE FESTIVAL!



And we've thought of everything so you can choose whatever you want to do at any given time. Come and spend some time with your friends and family and the handmade community!

- Stands selling materials for different craft disciplines.
- A market featuring the creations of exhibiting artists.
- Workshops to learn and practice a whole range of techniques.
- Tasting sessions of food items and sweet corners.
- Concerts and activities for all the family.
- A creative area for children with special handicraft workshops supervised by monitors.

3.3 HOW WILL THE SPACES BE DISTRIBUTED?

HALL 2 OF THE MONTJUÏC EXHIBITION CENTRE

Hall 2 at Montjuïc will be divided into **5 large, independent and visually distinct areas**: sewing, paper, cooking and brico&deco&garden:

Each area will be **colour themed** to make it easy for visitors to distinguish them and find what they are looking for. Each area will have a **creative zone** where exhibitors can present their own monographic workshops.

3. HANDMADE SECTORS

LA PLAZA DEL UNIVERSO

La plaza Universo will be the heart and soul of the festival, out in the open air and imbued with all the flavour of Barcelona.

- **THE GARDEN:** An area for relaxing in, listening to live music, sampling delicatessen products, tasting special teas, etc.
- **COOKING AREA**
- **DAWANDA MARKET:** The marketplace to find all the handmade products ready for all who want to take them away finished and wrapped. By the best artists and international designers in the Dawanda community.
- **I LOVE BLOGGERS :** We'll be organizing bloggers meetings to devirtualize ourselves and make face-to-face contact with the handmade community.
- **MY LAB:** The area that features new trends and innovations, where sector experts will be explaining and demonstrating different skills, answering questions, giving advice and coming up with fresh ideas.

3. HANDMADE SECTORS

3.4 HANDMADE WEDDINGS



Handmade Weddings
BARCELONA

Because we love weddings that are different, weddings that are lovingly arranged, handmade weddings with careful attention to detail, special weddings where there no room for the conventional. If you're a wedding planner, photographer, restaurant, small hotel with charm, florist, caterer, travel agency, decorator, hairdresser or make-up artist... if you are a brand of bridal wear, accessories, footwear, ideas and wedding favours, creative confectionery ... or any aspect of handmade weddings or beautiful weddings with a soul....

THIS IS YOUR FAIR!



3. HANDMADE SECTORS

3.5 MINI HANDMADE FESTIVAL

KIDS AREA

(Solely for sale of children's products)

More than a play area in HMF BCN, there had to be a family space in which we have grouped **three types of proposals**. First, a space with finished end products, because make no mistake, the children of the house are adorable in the latest handmade trends. Obviously, there are also workshops to learn about everything to do with our children and for them to learn to learn about handmade too. Toys, albums, clothing, dolls, accessories, spaces... Will you be parents? Is it in your plans? Customized your world yourself. This is the space dedicated to the world of babies. And it includes the main stage of the festival, where there's always something going on. HANDMADE FESTIVAL BARCELONA, creativity makes us grow.

This area will be located in the annex of Hall 2.



4. MODES OF PARTICIPATION

4.1 Modes

Exhibitors can choose to rent modules or floor space. All applications to participate received before **January 15th , 2014** will be eligible for a **10% DISCOUNT** on modules and floor space:

MODULE RATES

Stand 2x2 (4m2): 495 € * + fee and insurance

Stand 3x2 (6m2) 770 € * + fee and insurance

Stand 6x2 (12m2): 1540 € * +fee and insurance

Frontal island booth 6x2 (12m2): 1760 € * fee and insurance

Preferred location. Limited availability

Frontal island booth 8x2 (16m2): 2420 € * + fee and insurance

Preferred location. Limited availability

All module options include:

- Space rental
- Modular Stand (white)
- Exhibition carpet in lilac, red, orange or green turquoise, according to sector
- Label with colored pictogram and exhibitor name
- 50W/m2 general lighting.
- Electrical box
- Invitations
- Exhibitor passes
- Publication in the on-line exhibitor catalog
- Publication in the on-line Novelties Guide section



4. MODES OF PARTICIPATION

4.1 Modes



FLOOR SPACE

Floor space: 105 € * / m2. Exclusively for 12 sqm booths or bigger.

Workshop space: 75 € * / m2. Exclusive for exhibitors, manufacturers and wholesalers. Hired through 10 sqm modules (3x5) including: space, stand and lighting.

*** Not included:**
Electricity usage and 10% VAT



Outdoor Stand "Dawanda Market" 3x3 (stand 9m2): 330 € * + Participation fee and insurance. Exclusive to sale of finished products.

*** Not included:**
Electricity usage and 10% VAT



Handmade Weddings
BARCELONA

Outdoor Stand wedding (stand 9m2): 330 € * + participation fee and insurance.

*** Not included:**
Electricity usage and 10% VAT

4. MODES OF PARTICIPATION

4.1 Modes

MINI HANDMADE (KIDS AREA)

Stand: 349€ * + Participation fee and insurance.

Includes:

- Stand
- Desk (200x94x80cm)
- Two lightening de 100w
- 1 chair

*** Not included:**
Electricity usage and 10% VAT

