



**FRÜH  
LINGS  
QUAR  
TIER**  
DESIGNMARKT

# FRÜHLINGSQUARTIER in Schlosspark Hetzendorf

A format by **DESIGNQUARTIERE** – the platform for independent design and creative manufacturers.

From 15 to 17 May, **FRÜHLINGSQUARTIER** will transform the exclusive Schlosspark Hetzendorf into a curated outdoor world of design, manufacturing, enjoyment and creative encounters. Over 90 independent labels – from craft businesses and designers to fine manufacturers – invite to a weekend full of discoveries, conversations and the finer things.

What guests can expect and what we are all preparing the stage for together:

... around **90 curated independent labels** that inspire with design and creativity.

... **connoisseurs** who will spoil you with fine cuisine and the best drinks.

... **live music** and chilled sounds that fill the park with sound.

... fun games of boules, a game of badminton or a football match on the Kickerwise – all in a relaxed atmosphere.

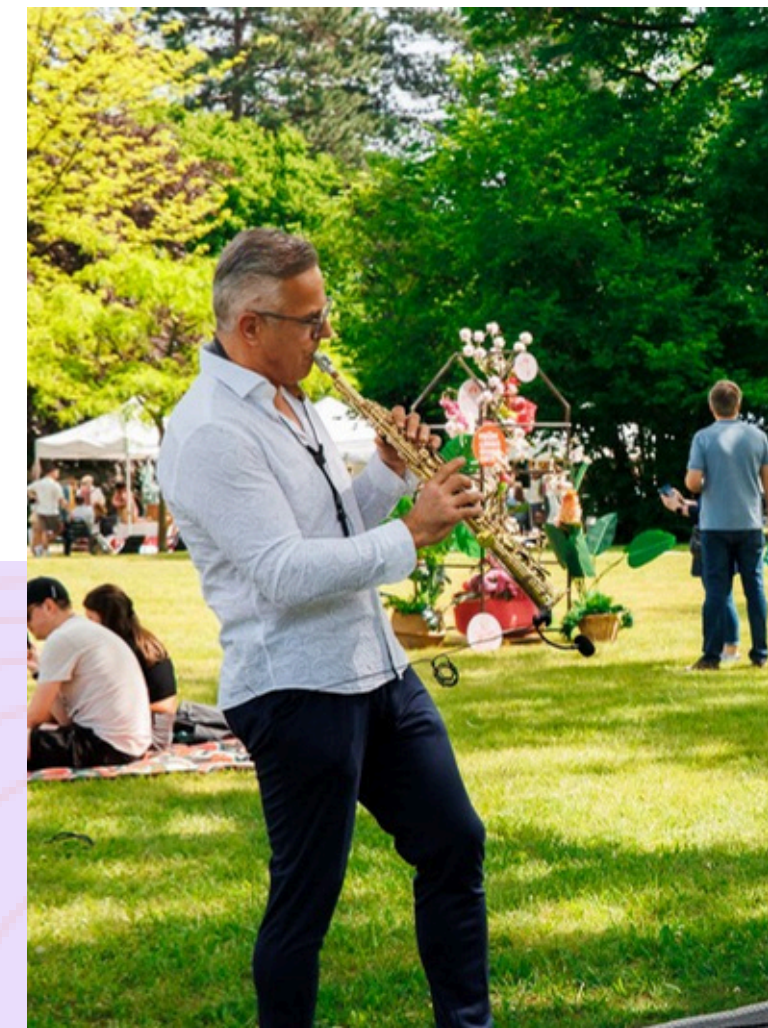
... **workshops** with our exhibitors to join in and try out.

... **painting, crafts** or **face painting** for our youngest visitors.

... **Picnics** on the lawn, **chilling** in deckchairs, **lingering** under trees and **enjoying** spring to the fullest.

... and everything else that makes life even more beautiful.

Because FRÜHLINGSQUARTIER is more than just a market. It is a celebration of design, joie de vivre and the story behind the products. Together, we create an atmosphere that inspires, touches and excites.



**FRÜHLINGSQUARTIER**



IT'S A GOOD DAY FOR DESIGN

FRÜH  
LINGS  
QUAR  
TIER



**SCHLOSSPARK HETZENDORF**

Hetzendorfer Straße 79, 1120 Vienna



**15. to 17. May 2026**



Friday, 15 May, from 2 pm to 7 pm  
Saturday, 16 May, from 10 am to 7 pm  
Sunday, 17 May, from 10 am to 7 pm



[www.fruehlingsquartier.at](http://www.fruehlingsquartier.at)



designquartiere

## THE LOCATION

**SCHLOSSPARK HETZENDORF** is a true spring paradise! Lush old trees, extensive meadows and an enchanting view of the Baroque garden palace create a relaxed and inspiring atmosphere. Visitors can stroll and linger, enjoying the special surroundings.

The Schlosspark is easily accessible to the public transport, with several S-Bahn railway lines, tram and bus stoppings nearby.

There are plenty of parking spaces available in the immediate vicinity, with two entrances – via the palace courtyard of honour and via the Altmannsdorfer Anger.



### **SCHLOSSPARK HETZENDORF**

Hetzendorfer Straße 79

1120 Vienna

**BRANCH DIVERSITY  
AT A GLANCE**

**Garden & Plants & Natural Products**

**Bags & Textiles**

**Ceramics & Porcelain**

**Fashion & Jewellery & Accessoires**

**Gourmet & Culinary Manufactories & Spirits**

**Arts & Crafts**

**Outdoor & Interior Design**

**Must-have for Kids**

**Wellness & Cosmetics**

**Stationery & Books**

**Illustration & Graphic & Photography**

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## MEET & GREET SPECIAL

FRÜHLINGSQUARTIER is a design market where visitors particularly enjoy taking their time and making themselves comfortable. Take advantage of this atmosphere with our exclusive spring 2026 offer for exhibitors.

With our MEET & GREET SPECIAL, we will provide each exhibitor with

### **Prosecco & glasses**

for their own charming side event at their stand – perfect for exclusive invitations and personal conversations.

- You will also receive 20 free tickets for your most loyal customers.
- And 20 1+1 tickets. e.g. for competitions on social media or community campaigns.

Use these to surprise your regular customers or appeal to new target groups with an invitation to a personal meeting over a glass of Prosecco.

As an exhibitor at our design market in Schlosspark Hetzendorf, you will benefit from this special offer in several ways. This side event will make you more visible to all other visitors at the market.

Please register for your free MEET & GREET SPECIAL by 20 April 2026. Let us know the time and number of guests, and we will deliver directly to your stand.



### ADVERTISING

- Posters on the cultural pillars in the city centre
- Increased and targeted advertising/poster campaign in the district and neighbouring districts
- Target group-specific advertising activities, e.g. Falter.morgen newsletter, 1000things, Die StadtSpionin, Guided Vienna
- Direct address of the target group in the MODEPALAST concept stores by advertising the participating exhibitors with »We're in« stickers and distribution of the WEIHNACHTSQUARTIER flyers with each purchase and posters
- Integration in various online event calendars
- Side event

### 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)
- Raffles
- 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.fruehlingsquartier.at](http://www.fruehlingsquartier.at)
- on the social media channels Instagram & Facebook: designquartiere



## TARGET GROUP

### WHO ARE THE VISITORS TO THE FRÜHLINGSQUARTIER?

- Our visitors are design-savvy individuals with a discerning eye for the extraordinary. They seek out unique aesthetics, content and craftsmanship, and enjoy the finer things in life.
- They value high-quality, sustainably produced products that have character and history, and they love discovering new things that are off the beaten track.
- As well as having a sense of design, they also appreciate values such as quality, regionality and genuine craftsmanship.
- They find it particularly inspiring to be able to talk to the makers and learn about the ideas, materials and attitudes behind the products.
- Our core target group is aged between 35 and 55. At the same time, the range is curated to appeal to younger and older generations alike, offering a diverse selection of stylish products that embody joie de vivre.
- Around 7000 people visit the FRÜHLINGSQUARTIER over the three days of the event.

### DESIGNERS, CRAFTSMEN & MANUFACTURERS

Stand Size	Stand Price
6 m <sup>2</sup> (3 x 2 m, W x D) à	€ 430
9 m <sup>2</sup> (3 x 3 m, W x D) à	€ 490
12 m <sup>2</sup> (4 x 3 m, W x D) à	€ 580
16 m <sup>2</sup> (4 x 4 m, W x D) à	€ 680
20 m <sup>2</sup> (5 x 4 m, W x D) à	€ 780
25 m <sup>2</sup> (5 x 5 m, W x D) à	€ 900
30 m <sup>2</sup> (6 x 5 m, W x D) à	€ 1030
35 m <sup>2</sup> (7 x 5 m, W x D) à	€ 1160
40 m <sup>2</sup> (8 x 5 m, W x D) à	€ 1300
45 m <sup>2</sup> (9 x 5 m, W x D) à	€ 1400

### COMMERCIAL

Stand price plus 20 %

### START UP

(Business established no more than 2 years ago)

Stand price minus 10%

If you are a **CATERER** who would like to spoil our visitors and exhibitors with culinary delights, please contact us directly.

### ADDITIONAL BOOKINGS

**Power plug** (3-pin Schuko): € 45

**Rental tents** (3 x 3 m): € 180 including back wall & side panels, assembly & dismantling, securing with weights. (A limited number of rental tents are available.)

If you require **more space**, please contact us personally..

If **several labels share a stand**, a marketing and processing fee of € 180 per additional label will be charged from the second label onwards.

Alle prices


**include** advertising and communication (see list) as well as Meet & Greet Special

**excluding** stand fittings, equipment and 20 % VAT.




## Your Organising Team

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**DESIGNQUARTIERE** is a curated, modular platform showcasing independent design, craftsmanship, manufacturing, creativity and enjoyment in Austria.

It focuses on year-round, networked, design-based formats combining seasonal design markets, permanent sales areas, 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.fruehlingsquartier.at](http://www.fruehlingsquartier.at) | [www.weihnachtsquartier.at](http://www.weihnachtsquartier.at) | [www.modepalast.com](http://www.modepalast.com) | [www.headpro.at](http://www.headpro.at) | [www.designquartiere.at](http://www.designquartiere.at) (under construction)

Social media: #designquartiere | #modepalast

**Organiser:**

**headPro GmbH** | Wassergasse 1 | 2500 Baden | [www.headpro.at](http://www.headpro.at)