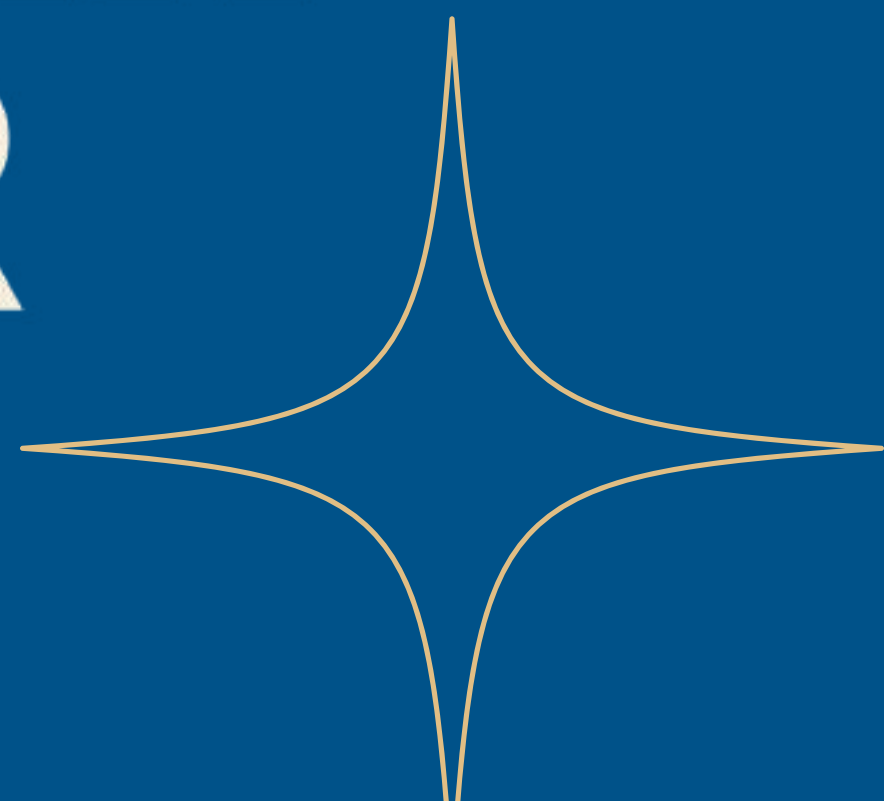


»DESIGN, ENJOYMENT & LIFESTYLE«
MEETS CHRISTMAS



WEIH NACHTS QUAR TIER



WEIHNACHTSQUARTIER at the Urania Vienna

The **WEIHNACHTSQUARTIER** is a special kind of design market – in the heart of Vienna, in the most central location. In an atmosphere that invites you to discover, enjoy and linger, visitors can find special gifts for themselves and their loved ones in peace and quiet.

For three days, creative newcomers and renowned independent labels present high-quality, unusual and unique products. The WEIHNACHTSQUARTIER is much more than just the perfect place to find exceptional Christmas gifts. It is a place where inspiration meets the joy of discovery – a marketplace for design, creativity and personal encounters.

Exhibitors, hosts and visitors come together to make the weekend something very special – with enthusiasm, passion and creativity. Exhibitors are selected in several stages: As hosts, we carefully curate the call for entries and make the selection with a panel of experts. Our aim is to present high quality work and to showcase the diversity, inventiveness and innovation of the design scene. Discovering and promoting young talent is particularly important to us.

As a curated design market, the WEIHNACHTSQUARTIER offers around 100 selected exhibitors the opportunity to present their products to a design-savvy audience – people who appreciate quality and are looking for something special – from 28 to 30 November 2025. **Apply and join us for a unique weekend of design, inspiration and pre-Christmas atmosphere.**



WEIHNACHTSQUARTIER

IT'S A GOOD DAY FOR DESIGN



WEIHNACHTSQUARTIER



URANIA WIEN

Uraniastraße 1, 1010 Vienna



28 to 30 November 2025



Friday, 28 November from 3 pm to 8 pm
Saturday, 29 November from 10 am to 7 pm
Sunday, 30 November from 10 am to 6 pm



www.weihnachtsquartier.at



designquartiere

THE LOCATION

The Urania Vienna offers three floors, a roof hall with a roof terrace with an unrivalled view of Vienna, a foyer and an excellent infrastructure. In addition to its extraordinary architecture, which combines history and modernity, the Urania's central location on the Danube Canal and the Ringstrasse makes it the ideal venue for the WEIHNACHTSQUARTIER in the heart of Vienna.

We have further developed the space concept in the Urania to give you even more opportunities to present your products and the WEIHNACHTSQUARTIER even more room for design, creativity and enjoyment.

The Vienna Urania is well connected to the public transport network with several underground and tram lines.

There are plenty of parking spaces and car parks in the immediate vicinity.

The building is also home to well-known institutions such as the observatory, cinema and André Heller's puppet theatre, as well as KLYO, one of the most modern café-bar-restaurants.



WEIHNACHTSQUARTIER

BRANCH DIVERSITY
AT A GLANCE



Illustration & Graphics & Art & Photography

Interior Design

Bags & Textiles

Craftsmanship

Stationery & Books

Wellness & Cosmetics

Ceramics & Porcelain

Jewellery

Accessoires

Must have for Kids

Indulgence & Culinary Manufactories

Fashion

ADVERTISING & COMMUNICATION

**WEIH
NACHTS
QUAR
TIER**

● ADVERTISING

- Posters on the cultural pillars in the city centre
- 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 with cooperation partners and on our social media channels
- 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.weihnachtsquartier.at
- on the social media channels [Instagram](#) & [Facebook](#): designquartiere



WEIHNACHTSQUARTIER

TARGET GROUP

WHO ARE THE VISITORS TO THE WEIHNACHTSQUARTIER?

Our visitors are design-conscious Viennese and guests from the surrounding area who are looking for special Christmas gifts for themselves or their loved ones. They love the finer things in life and appreciate discovering, enjoying and lingering in a relaxed atmosphere.

What appeals to them is not only the high quality design and creative ideas, but also the values behind them: Quality, craftsmanship, regional origin and sustainability. Many of our visitors want to meet the people who bring creative ideas to life with their innovative spirit and love of design.

Our visitors love the variety of the curated selection with different styles, products and price categories, which offers something special for everyone.

The core target group is aged between 25 and 55. The proportion of women is around 70 %.

Over the three days of the event, we welcome around 7000 visitors who are looking forward to a weekend full of design, inspiration and pre-Christmas atmosphere.

RENTS & DIMENSIONS OF STANDS

STANDS

ROOF HALL, ROOF FOYER, FOYER

X-Small 2,25 m² (1,5x1,5 m, WxD)

Row stand
€ 485

Small 3 m² (2x1,5 m, WxD)

Row stand
€ 565
Corner stand
€ 590
Front stand
€ 620

Medium 4,5 m² (3x1,5 m, WxD)

Row stand
€ 845
Corner stand
€ 890
Front stand
€ 930

Large 6 m² (4x1,5 m, WxD)

Row stand
€ 1.070

L-shaped stand (new category)

8,5 m² (3,5x3,5x1,5 m, LxWxD)
€ 1.595

MEZZANINE FLOOR, 1, 2 & 3 FLOOR

X-Small 2,25 m² (1,5x1,5 m, WxD)

Row stand € 435
Corner stand € 455

Small 3 m² (2x1,5 m, WxD)

Row stand € 505
Corner stand € 530

Medium 4,5 m² (3x1,5 m, WxD)

Row stand € 755
Corner stand € 795
Front stand € 830

Large 6 m² (4x1,5 m, WxD)

Row stand € 960

L-shaped stand (new category)

5,5 m² (2,5x2,5x1,5 m, LxWxD) € 920
8 m² (3,5x3x1,5 m, LxWxD) € 1.340



**WEIH
NACHTS
QUARTIER**

The availability of stand space is subject to the receipt of applications.
We ask start-ups to get in touch with us by e-mail and send us a stand concept.

WEIHNACHTSQUARTIER



Your Event Team

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CONTACT US

WEIHNACHTSQUARTIER

www.weihnachtsquartier.at

For many years we have seen ourselves as a link between innovative independent labels and people interested in design and lifestyle. With our Christmas, Easter and design markets, as well as concept stores in new or unusual locations, we aim to inspire as wide an audience as possible to appreciate the finer things in life. We have many years of experience in the conception and realisation of special shopping experiences that always focus on themes such as sustainability and regionalism.

Past and current projects can be found at: www.weihnachtsquartier.at | www.fruehlingsquartier.at | www.modepalast.com | www.headpro.at

We look forward to receiving your application and to a successful Design Market on the first weekend of Advent.

Yours

Event Company:
headPro GmbH

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