



**IDEENWELT
MESSE WIEN**

The central logo is a white circle with a black border. It contains six icons: a hand saw, a leaf, a spoon, a spool of thread, a pair of scissors, and a slice of cake. The text "IDEENWELT" and "MESSE WIEN" is written in a bold, black, sans-serif font in the center of the circle.

It's showtime at this highly creative Viennese event



The **IDEENWELT** show at the Messe Wien expo centre is Austria's largest event for creative goods and has enjoyed ever-increasing popularity among exhibitors and visitors for many years now.

The IDEENWELT 2018, together with the **MODELLBAU**-Messe and **CUSTOM WHEELS VIENNA**, attracted over 70.000, so the omens revealed by the impressive poll results from the last edition promise a very successful show in 2019*:

79 % of visitors are women - accompanied by family or friends



85 % of visitors were satisfied with the event



90 % recommend the event to others



90 % purchase or order on site



* The poll was held during the fair using Clutec questionnaire software on the 25th-28th October 2018.

All the latest crazes

Creative decoration, hobby handicrafts and baking are all now very popular activities. The content on show at the IDEENWELT provides a great reflection of current trends. The show's young visitors in particular are always easy to excite with new and creative themes.

We provide exhibitors with an ideal stage for workshops and all kinds of new and creative ideas, tricks and techniques, from handmade woollen blankets, scarves and bags - to trends such as upcycling and DIY cosmetics.



DIY workshops

Seize the opportunity to enhance the rich variety of workshop displays and demos!



Ideenwelt – A world of sweet ideas

The BAKING SHOW KITCHEN and CAKE COMPETITION are essential ingredients in this world of sweet ideas. With exciting lectures and demonstrations, the stage provides plenty of inspiration for the next sweet project and a perfect setting for putting your product or company in the spotlight.

Baking enthusiasts can prove their expertise at the cake competition - the showpieces themselves are an unforgettable sight!



Register to participate – now!



BAKING

Bakeware, tools, decoration, Baking ingredients and mixtures, fondant Cakepops and our grand cake contest



HANDICRAFTS

Paper, fabrics, felt, pearls, leather Buttons, plaster, glass, wood, wax, Clay, ceramics



PAINTING & SKETCHING

with pencils, crayons felt-tip pens, lacquer, charcoal, chalk, acrylics, oil, watercolors, ink



NEEDLE & HANDWORK

knitting, embroidery, sewing, lacemaking, braiding, patchwork, crochet, dyeing works, blueprinting



CREATIVE DECORATION

scrapbooking, invitation & christmas cards, natural cosmetics



FURNISHING & DECORATION

Window-color, upcycling, redecorating furnitue



CREATE

Build and assemble with wood, stone, plastic etc., 3D design, create objects with tools



HANDICRAFTS

Top quality, professionally crafted one-offs

Dates & Facts



24th - 27th October 2019



Th - Sa 9am - 6pm
Su 9am - 5 pm



Messe Wien, 1020 Wien
U2 Station Messe-Prater or Krieau

Contact persons

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Organizer

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Presented by



Parallel with

**MODELLBAU
MESSE**



PRICES AND CLOSING DATE

31st May 2019
www.ideen-welt.at/anmelden

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