

résonance[s]

12th edition

from 8 to 11
november 2024

European fine crafts fair
Exhibition Center – Strasbourg

Veritable reflection of extremely bold design, creativity and artistic renewal of today's craft in Europe, **résonance[s]** confirms the excellence of contemporary fine crafts. Unique in its kind, the fair stands out for the singularity of what it offers and positions itself as a revelation of the trends in the sector.

Seize this opportunity to take part in this exhibition that has continually increased its potency, therefore becoming **one of the leading events on the fine crafts scene.**

WHY CHOOSE TO EXHIBIT?

- To **share your latest creations with new audiences**
- To find **new clients** and maintain contact with your current clientele
- To **sell** and receive **orders**
- To interact with **professional art buyers and dealers** and develop **new markets**
- To increase **your visibility and recognition** via a major press and marketing campaign

EXHIBITION HIGHLIGHTS

A clear editorial stand : resolutely contemporary and exclusively reserved for professionals working in fine crafts (handmade unique objects or very small series)

An exceptional event created by and for professionals in the sector that, far beyond its commercial vocation, asserts the identity of the fine crafts, their essential part in our culture and in the French economy.

A unique atmosphere that combines simplicity and generosity and creates the conditions for dialogue and exchange between creators and their audiences

RÉSONANCE[S], IT IS ALSO ...

AN ATTRACTIVE CITY

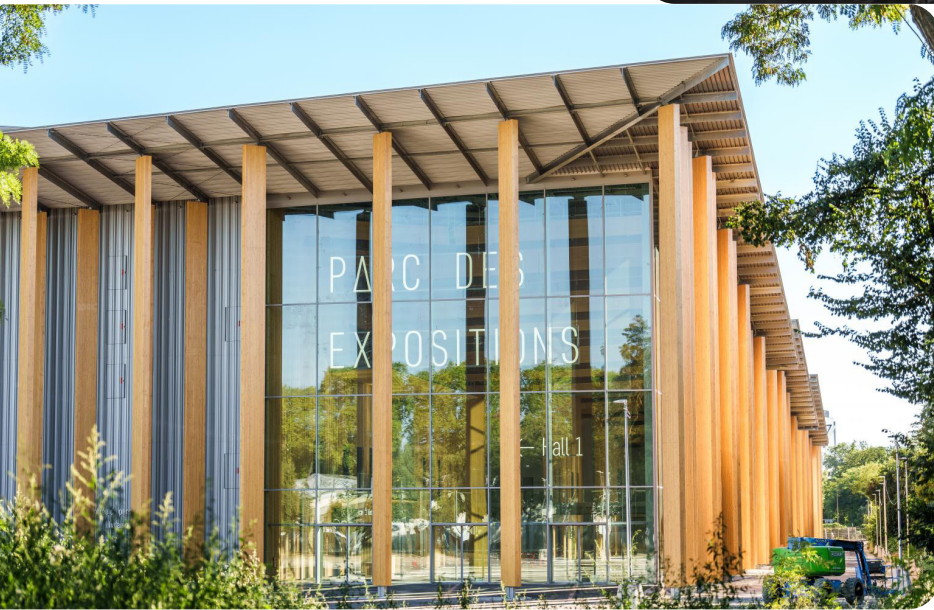


THE ASSETS OF STRASBOURG

- With its border position, Strasbourg enjoys an exceptional geographical location at the crossroads of the European economy in the Rhine Region.
- Strasbourg is located in the heart of one of the most dynamic and richest regions in France. The Bas-Rhin is one of the top regions in France where its inhabitants spend the most on interior design.



© Strasbourg Evénements



© Bartosch Salmanski

- A European capital and one of France's well-known "Ville et Métiers d'Art", Strasbourg is an important cultural heritage destination and an undeniable economic and tourist attraction.
- Since 2022, Strasbourg has had a magnificent Exhibition Centre designed by the Japanese architect Kengo Kuma, with a glass and wood façade and a long interior nave.



WIDESPREAD ADVERTISING

Benefit from tailored tools and a targeted and comprehensive media plan with :

- important outdoor campaign with nearly **400 posters and 20 digital screens displayed**
- distribution of over **87,500 printed communication media**
- a website dedicated to the fair, which recorded **nearly 25,000 visits** during the month of the event
- regular publications on social networks (on résonances and frémaa accounts)
- sending out press documents and monitoring press relations, follow-up of press contacts
- advertising inserts in the specialized professional regional and national press
- sending email campaigns to our visitor database and to the press
- direct Marketing on file to AB+ targets
- numerous in advance promotional actions (teaser shown in cinemas, etc.)

AN ELEGANT DISPLAY



A FUNCTIONAL BOOTH

Equipment included:

- White melamine boards panels 2.80 m high x 1 m wide
- 30 W LED spotlights (number defined according to the booth space)
- Shared space common to several booths
- Electrical supply
- Sign for your booth with your name
- Gray fitted carpet



Covering nearly 6,100 m², the exhibition guarantees a high aesthetic quality and provides a setting made to measure, contemporary and elegant.

SERVICES DESIGNED TO MEET YOUR NEEDS ✓

- 2 to 5 name tags
- Free entrance tickets for your clients (daily and permanent, electronic and paper)
- Posters and flyers of the exhibition
- Contact details on the website and on the flyer
- Communication on our social media
- Free breakfast provided every morning
- A social evening event held especially for exhibitors
- A list of accommodations with negotiated rates



Stand de Catherine Bailly © Yves Trotzler



A CUTTING-EDGE PROGRAMM

Each year, **résonance[s]** offers a rich programme designed to stimulate reflection on the fine craft professions, their challenges and their development, and to provide an excellent opportunity for exchange and discovery throughout the duration of the fair (series of lectures, documentaries, live demonstrations, pedagogical workshops). This program is accompanied by other highlights, with, in particular, an exceptional Guest of Honour and a themed group exhibition.



© Yves Trotzler

AN ENTHUSIASTIC AUDIENCE



With **nearly 20,500 visitors** in 2023, **résonance[s]** stands out as THE major appointment for all lovers of unique and beautiful hand-made objects as well as for professionals including decorators, interior designers, hotel owners, all those in search of outstanding contemporary fine crafts.

It offers fine crafts workers the opportunity to meet an interested, well-informed and highly potential clientele.



75%

of visitors
come every
year

90%

of visitors
will come back
next year

98%

of visitors
will recommend
the fair

50%

of visitors
stay for more
than 3 hours

“

« A magnificent fair! I've been coming to marvel at it for years, but this year's fair is unique. Such a wealth of expertise, inventiveness, finesse and creativity... Well done to the artists and organisers. »

”

“

« An impeccable presentation, a host of surprises and a polished scenography: the exhibition of the year for the eyes and the heart. Thank you! »

”

2023 visitor survey



SATISFIED EXHIBITORS

Exhibitors 2023 were satisfied or very satisfied with :

100%

the reception and
organisation

99%

the frequentation

99%

the communication
implemented and
media produced

96%

overall satisfaction
of the fair

93%

the quality of
the visitor profile

98%

the exhibitors
selection

99%

the scenography and high
aesthetic standards



A MAJOR ECONOMIC EVENT



résonance[s] is emerging each year as a real business trigger and an undeniable economic potential for the participating professionals, essential for the sector's economy as shown by the **commercial impact** of the last edition.

6 555 €

average turnover per exhibitor
and an almost equivalent median

Exhibit at **résonance[s]** means giving oneself the opportunity to engage in a direct dialogue with a potentially buying audience and to sell under optimal conditions. Beyond the general public, **résonance[s]** allows you to meet major stakeholders in your market (collectors, architects, designers, decorators, galleries, boutiques, museums...) and thus extend your business and partner network.



81%

of exhibitors are satisfied
or very satisfied with their sales
on the fair

94%

of exhibitors
had direct sales
during the fair

62%

of exhibitors had
economic repercussions
the fair

78%

of exhibitors made interesting
contacts likely to result in
subsequent orders

53%

of exhibitors
had contacts with
foreign customers

92%

of exhibitors
wish to apply
for 2024



AN ECO-LABELLED FAIR

Arts and crafts convey strong values and invite us to live and consume differently. For this reason, **résonance[s]** wanted to become more involved in an eco-responsible approach to sustainable development through the certification of the fair as an eco-event, by Éco-Manifestations Alsace (EMA).

The fair is proud to have already been awarded Label 1, but the aim is to reach the criteria for the higher labels as quickly as possible, and thus limit the impact of the fair as much as possible. Both the organisers and all those involved in the fair are fully committed to achieving this.



A SKILLED ORGANISER



frémaa
[métiers d'art d'Alsace]

www.fremaa.com

Founded and organized by the frémaa, **résonance[s]** benefits from the experience of a professional organisation, who is proud to bring its event management expertise to what has become an exceptionally successful fine crafts fair.

Created in 1996 frémaa now federates over 165 craftsmen and women. Its mission is to support, represent, defend and promote the economic development of its members.

With the success of its different economic, cultural and training missions, the frémaa ensures the recognition and the development of the fine crafts field.

Every year, frémaa actively works behind the scenes to develop a new high-flying edition that confirms the fair's privileged position in the world of fine crafts.

A PASSIONATE TEAM AT YOUR SIDE

With more than 25 years experience in the events and arts and crafts sector, frémaa will be delighted to help you prepare for the fair with complete peace of mind. A team that is human, qualified and ready to listen, that will commit itself fully to your side and put its skills at the service of your success at **résonance[s]**.



The frémaa team : Célia, Séverine, Ninon et Lucie
© Nicola De Rienzo

SELECTION CONDITIONS



- **Practise a craft covered by the official fine crafts list** (www.institut-metiersdart.org)
- **Practise one's craft professionally and as main activity**
- **Submit a refined, elegant display project** (preferably white exhibition installations)
- **Present objects (i.e. artwork) :**
 - unique or from very small series
 - entirely made and produced in one's own studio
 - recent
 - exclusively contemporary
 - refined, audacious, elegant and original

A RIGOROUS SELECTION PROCESS

The highly specialized selection is conducted by a jury of professionals in the fine crafts field and experts in artistic creation. Exhibitors are carefully chosen and the jury ensures that they display a high level of know-how and a remarkable artistic approach that is sure to thrill the public.

The aim of the jury is to ensure that the fair has:

- an outstanding level of quality and originality
- a carefully balanced representation of the diversity within this sector
- a satisfactory rate of exhibitor renewal.

The 2024 selections will be made by the following panel of experts:



Nathalie ROLLAND-HUCKEL
Glazer and Vice-President of frémaa



Xavier NOËL
Gilder and member of the frémaa steering committee



Denis GARCIA
Former director of the Centre Européen de Recherches et de Formation aux Arts Verriers (CERFAV)



Florence LEHMANN
Head of the jewellery workshop at the Haute École des Arts du Rhin (HEAR)



Isabelle EMMERIQUE
Glazer and Maître d'Art



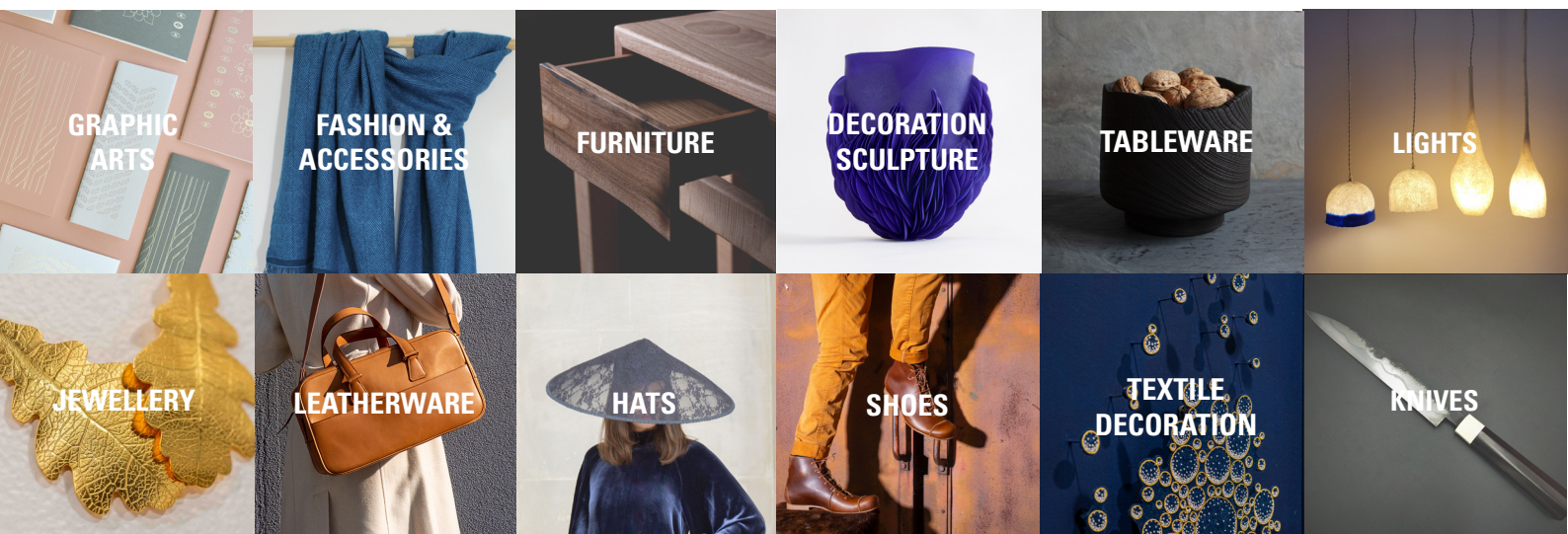
Anne BULLIOT
Ceramist and teacher at the Institut Européen des Arts Céramiques (IEAC)



Frédéric BOUCHET
Deputy Head of Bureau du Design, de la Mode et des Métiers d'Art (BDMA)

THE SECTORS REPRESENTED

résonance[s] unveils the quintessence of crafts and contemporary creation with an exceptional selection of 180 European craft workers. The fair is more than ever the ideal place to discover and acquire works original, creative and refined in the following fields :



and in a wide range of materials such as :



KEY FIGURES OF THE 2023 EDITION

6 100 m²
exhibition

20 500
visitors

184
exhibitors

8
represented
countries

9
prizes
awarded



EXHIBITORS TESTIMONIALS 2023

« Great organization, wonderful team, very helpful. . »

M. A.Aston, lightning

« There is no comparable event for us in Germany or France. We appreciate your work very much.»

Claudia Biehne, ceramist

SCHEDULE

RATES

You can pay for your stand in several monthly instalments.

● From 1st March until 30th April 2024
Call for applications

● May 2024
Selection jury

● June 2024
Results of the jury

● July 2024
Publication of the list of exhibitors on the website

● August 2024
Digital communication sending

● September 2024
Communication and invitations sending

● End-September 2024
Technical file sending

● End-October 2024
Fairplan sending

● **réso
nan
ce[s]**

| Booth surface | Price before VAT |
|--|-------------------|
| 4 m ² (2x2m - required angle) | 600 € HT |
| 4 m ² (4x1m - limited number) | 900 € HT |
| 6 m ² (3x2m) | 900 € HT |
| 8 m ² (4x2m) | 1 200 € HT |
| 9 m ² (3x3m) | 1 350 € HT |
| 10 m ² (5x2m) | 1 500 € HT |
| 12 m ² (6x2m) 1 m ² free ! | 1 650 € HT |
| 14 m ² (7x2m) 1 m ² free! | 1 950 € HT |
| 16 m ² (8x2m) 1 m ² free ! | 2 250 € HT |
| More than 18m ² , 2 m ² free ! | Please contact us |
| Registration fee | 100 € HT |
| Booth with angle (mandatory for the 2x2m) | 90 € HT |

HOURS

Thursday, November 7, 12 am - 8 pm : exhibitors setting up
Friday, November 8, 10 am - 7 pm : public opening
Friday, November 8, 5 pm : official VIP and press preview
Saturday, November 9, 10 am - 7 pm : public opening
Saturday, November 9, 7.30 pm : welcome exhibitors' special evening
Sunday, November 10, 10 am - 7 pm : public opening
Monday, November 11, 10 am - 6 pm : public opening
Monday, November 11, 6 pm - 10 pm : exhibitors dismantling

CONTACT >

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YOU CAN APPLY BY GOING ON ONLINE REGISTRATION : www.salon-resonances.com