

# HOLY SHIT SHOPPING

## HINTERGRUNDINFOS

### BACKGROUND INFORMATION / CONCEPT

HOLY SHIT SHOPPING - is a fair for young art and contemporary design. For the past 12 years, this holiday season design platform has represented up to 340 handpicked young designers, artists and creative people from all over Germany - and, increasingly, from all over Europe. On the Advent weekends the charming, alternative Christmas market will go on tour, with 2-day stops in four cities: Berlin, Hamburg, Cologne and Stuttgart. The event's concept brings together fashion, jewelry, and product design, small furniture and living accessories, art, photography, graphics, literature as well as culinary offerings in architecturally interesting locations. For one weekend in each city, a gigantic pop-up store catering to discerning shoppers and design enthusiasts takes place on up to 8000 square meters of exhibition space. Mellow beats presented by local DJ's and a street-food market round off the event. Visitors can enjoy a cup of mulled wine in hand, relax and escape the stress of the holiday season.

### STORY

In 2004 organizers Ulrike Kabyl und Harriet Udrouiu hosted the first HOLY SHIT SHOPPING in the legendary Café Moskau in Berlin. From the beginning, the first event that hosted 50 exhibitors and 3,000 visitors was a great success, which led to doubling the number of exhibitors in the second year. In 2006 Hamburg was added as a location. Thanks to the overwhelmingly positive reception by creatives from all over Germany, HOLY SHIT SHOPPING expanded to the south in 2007 - to Stuttgart - and two years later to the west - to Cologne. Over the years, the event's concept has proven itself and since become well established. HOLY SHIT SHOPPING is THE platform for young, contemporary design. Up to 340 handpicked designers and artists exhibit their work at each location, and the number of visitors ranges from 6000 to 18,000 per weekend.

HOLY SHIT SHOPPING has also continued to develop conceptually, to grow with its exhibitors and to become more and more international with every year.

A professional selection of design and lifestyle products has taken center stage, in order to present a balanced and high quality assortment of items on offer. The exhibition space has been divided into product categories, facilitating ease in shopping. Besides fashion, jewelry, furniture and product design, art, photography, stationary and books, in 2013 HOLY SHIT SHOPPING expanded to include specialty foods.

### NEW

Beginning in January 2017: HOLY SHIT SHOPPING goes online! Thanks to high demand, besides the four fairs, we are launching an online shop: [HOLYSHIT.SHOP](http://HOLYSHIT.SHOP)! Our online marketplace will feature a carefully curated selection of unusual products - available in limited editions only - by young designers.

# HOLY SHIT SHOPPING

## NETWORKING

Artists meet gallery owners. Designers meet shop owners. Good ideas meet distribution channels.

HOLY SHIT SHOPPING represents multi-city networks on numerous levels. HOLY SHIT SHOPPING provides a platform for creative talents to showcase themselves to a large audience beyond expensive trade fairs. Visitors have the opportunity to purchase emerging and yet to be established art, and thus, support creative newcomers. Because of its favorable consumer climate, the Holiday shopping season is the ideal time for this event series.

For each other and with each other - the interplay of well-known labels and young, up-and-coming designers is inspiring. Established names attract a large audience, benefiting emerging designers, who in return come with new and unconventional ideas. For the past 12 years the positive synergy of design, art, music, drinks and food in special locations has made HOLY SHIT SHOPPING an annual highlight for exhibitors and visitors alike!

## PRESSCONTACT

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