

Press release

RELAUNCH OF MK&G MESSE AS A CENTRAL PLATFORM FOR INTERNATIONAL ARTS AND CRAFTS IN NORTHERN EUROPE



Hamburg, May 11, 2021 - MK&G messe (fair for craft and applied arts) has made a name for itself as Germany's oldest and most established forum for arts and crafts. Since its founding in 1887, this annual event presents contemporary craft and applied arts of the highest quality to a broad audience. In recent years, young designers and modern manufacturers have given the interest in old crafting techniques a new direction. It focuses on the appreciation of creative, authentic production processes and sustainable consumption habits. This aspect alone has been reason enough for the organizers of the fair, the Museum für Kunst und Gewerbe Hamburg (MK&G) and the Justus Brinckmann Gesellschaft (JBG), to pause the event in 2020 and re-evaluate its concept together with the external curator Pascal Johanssen.

“When the MK&G messe opens its doors in November of this year, it will oscillate between tradition and innovation, classical mastery and transboundary craftsmanship, between contemporary and traditional craft”, says MK&G Director Tulga Beyerle. “The MK&G messe aims to be a central platform for handicrafts in Northern Europe and an ambassador for quality, sustainability and beauty.”

The revised concept of MK&G messe is now even more aimed at young exhibitors from Germany and abroad, and its interest lies more on cross-genre and transgressive positions that are less about education and tradition than about the quality of the handmade works. It aims to introduce the most renowned representatives of the applied arts in a new fair design, to promote direct contact with visitors and to stimulate an

MK&G messe
www.mkgmesse.de

November 24 – 28, 2021

Museum für Kunst & Gewerbe Hamburg
Steintorplatz
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PRESS MATERIAL
www.artefakt-berlin.de/eng/press/

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exchange on current discourses in its program. “We want to attract exciting exhibitors, present their wonderful works - goldsmith's art, ceramics, glass, wood, paper and much more - in a new light, inspire the audience and put them in the mood for shopping.”, Sebastian Giesen, chairman of the JBG, sums it up.

The application deadline is April 26, until May 28, 2021, and the participants will be announced at the beginning of June. The eleven-member jury will decide on exhibitors as well as on the awarding of the Justus Brinckmann Prize, endowed with 7.500 Euros, and the Promotional Prize for Young Positions, endowed with 2.500 Euros. The award ceremony will take place on November 23, 2021.

FACTS & FIGURES

Date	Wednesday, 24 to Sunday, 28 November, 2021
Opening & Awards Ceremony	Tuesday, November 23, 2021 (with reservation regarding the current Covid-19 rules)
Exhibition venue	Museum für Kunst und Gewerbe Hamburg Steintorplatz, 20099 Hamburg
Opening hours	Wednesday, Friday, Saturday, Sunday 10 am - 6 pm, Thursday 10 am – 9 pm
Admission	12 € / reduced 8 €, Thursday from 5 pm 8 €, under 18 years free
Organizer	Justus Brinckmann Fördergesellschaft mbH in cooperation with the Museum für Kunst und Gewerbe Hamburg
Information	www.mkgmesse.de
Press download	www.artefakt-berlin.de/en/press/
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