



Design Event at 100% Design London 2012

Design Event invites submissions of innovative and high-quality design-led work from:

furniture, surface, textile, lighting and product designers based in the North East, North West and Yorkshire & Humber

for our 2012 showcase at 100% Design London.

About Design Event

Design Event is a not-for-profit design-led organisation existing to support and promote design in the North of England.

Design Event has been established since 2005, and is part of the Arts Council's National Portfolio of Organisations.

Each year, Design Event run a programme of activity that promotes and showcases design and supports designers. This programme includes; a biennial product showcase at 100% Design London and a biennial design festival in the North of England, which includes exhibitions, events and talks.

You can find out more about Design Event at: [**www.design-event.co.uk**](http://www.design-event.co.uk)

Design Event provides professional development resources for designers through its Design Exchange microsite which features fact sheets, case studies and listings of opportunities for designers. You can view Design Exchange here: [**www.design-event.co.uk/designexchange.php**](http://www.design-event.co.uk/designexchange.php)

Design Event also manages the curated e-shop [**www.britishbydesign.org**](http://www.britishbydesign.org)

About 100% Design London

100% Design is an annual trade show that makes up a key part of London Design Festival.

As the UK's first and leading contemporary design trade show and a key event in the international design calendar, 100% Design attracts thousands of interior designers, architects, retailers and specifiers seeking new products and collaborators.

100% Design has been running for 17 years, and this year will take place at Earls Court London from 20 -23 September 2012.

Around 20,000 design professionals visit 100% Design annually to actively source products for schemes around the world. In addition, the exhibition is attended by over 1,000 press visitors each year.

You can find out more here: www.100percentdesign.co.uk

About 100% Futures

100% Design is made up of three sections; 100% Design, 100% Materials and 100% Futures.

100% Futures exhibits the work of emerging designers producing innovative work across disciplines.

It provides a platform for up-and –coming design practitioners to presenting their work to influential manufacturers, specifiers, press, buyers and the international design community.

About Design Event at 100% Design

In September 2010, Design Event took its first stand at 100% Futures.

Design Event presented a showcase exhibition of the work of 8 designers based in the North of England. Products exhibited included; indoor and outdoor furniture; lighting; interior products.

Exhibiting designers received an overwhelming response from exhibition visitors. Corporate and private sales and commissions to a value of over £51,000 were made, contacts were established with major retailers and manufacturers, new stockists were sourced and press coverage included features in; The Telegraph, ICON and Elle Decoration.

What our exhibitors say!

“[Exhibiting with Design Event] massively raised the profile of my business through national and international press coverage. It has helped me gain important industry contacts I wouldn't have otherwise been able to make. These contacts are beginning to lead to freelance work and also sales of my collection. For me personally it has improved my own communication and marketing skills and given me the confidence to work with big companies and approach new clients”

“[Exhibiting with Design Event] has helped me realise the importance of regularly exhibiting at international trade shows as the contacts I made in London over the course of one week are more useful than what I have made in the last year operating as an individual at local shows”

About Design Event at 100% Design 2012

Design Event will take a stand in 100% Futures at 100% Design 2012 to showcase the best in contemporary design by emerging practitioners based in the North of England.

Our stand will feature a diverse range of products, including; indoor and outdoor furniture; interior products; textiles; wallcoverings; lighting.

Design Event will select products to be exhibited from selected designers.

Where you come in!

We are now seeking applications from designers interested in exhibiting with Design Event at 100% Design 2012.

Designers based in the North of England (North East, North West and Yorkshire & Humber) are eligible to apply.

We are interested in designers producing innovative and market-ready new work working in; furniture, surface, textile, lighting and product design.

Information on how to apply and product criteria is outlined below.

Criteria

We will accept applications from early to mid-career designers living and working in the North of England; North East, North West and Yorkshire & Humber.

We are interested in exhibiting new products that have not been widely exhibited in the UK.

Submissions of products that are the result of a collaboration between 2 or more designers are welcome.

You may submit up to 5 products for consideration

Products submitted for consideration:

- must be design-focussed and fit into one of the following categories: indoor/outdoor furniture; product design; homeware; surface design; lighting design
- must represent the designer's original ideas and be non-derivative
- can use any materials and tools for manufacture provided that products have a high-quality finish
- must be market-ready by August 2011 (ie. you must have wholesale prices and information on how exhibition visitors can place orders/ commission you)
- must be ready to be photographed by 1 May 2011

Selection

Applications will be assessed by the Design Event selection panel; details of the panel members will be announced via the Design Event website in due course.

Products submitted will be assessed against their; innovative approach to form, innovative approach to materials, functionality and relevance to 100% Design's trade audience.

Submission and Selection

Applications must be submitted by **1 April 2012**

Selected designers will be informed by **16 April 2012**

Selected designers must submit a high quality image of their product and information for press use by **1 May 2012**

Terms and Conditions

- Design Event will cover the costs of the showcase exhibition including stand hire, exhibition build, graphics, promotional literature, return transport of work from Newcastle upon Tyne (location tbc) to Earls Court, London
- Design Event will liaise directly with 100% Design to submit required information on behalf of designers
- Design Event will undertake and fund a national and regional PR campaign
- Design Event staff will facilitate an exhibitor workshop, and will be available to advise exhibiting designers on marketing material, presentation skills and trade show exhibiting in advance of the exhibition as required
- Design Event will select submitted works to be exhibited from submitted products
- Design Event will design and install the stand
- Design Event will produce a colour catalogue featuring each designer for distribution on the stand
- Design Event staff will be present on the stand for the duration of the exhibition to manage the collation of visitor contact details
- Exhibiting designers will be required to pay an exhibitor fee of £250. This fee can either be paid in full or paid in two instalments of £125. Full payment must be received by 29 June 2011. Design Event will not take commission on any sales or contract agreements made at the exhibition
- Exhibiting designers will be responsible for providing images of their work and information on themselves and their practice for marketing and interpretation purposes. This information is to be provided to a timescale and format as requested by Design Event

- Exhibiting designers will be responsible for bringing their products to a location in Newcastle upon Tyne in advance of the exhibition, and collecting them from there afterwards at dates and times agreed with Design Event. Alternatively, exhibiting designers can deliver and collect their work to and from Earls Court London at dates and times agreed with Design Event
- Exhibitors should be present for duration of the exhibition from 20-23 September to maximise the benefits to their business. Exhibiting designers are responsible for the cost and arrangement of their own transport and accommodation

Benefits to you

Selected designers will receive:

Exposure to an international trade audience of interior designers, architects, retailers and specifiers seeking new products and collaborators

Exposure to national and international trade and style press

Inclusion in Design Event's national and regional press campaign

Coverage through Design Event e-bulletins and social media activity

Support from Design Event staff to make yourself tradeshow ready, including support with marketing strategies and presentation skills

Inclusion in web directory on Design Event website for 1 year

Working with Design Event

Design Event has been established since 2005. For the past 7 years Design Event have curated and delivered a range of design-focussed exhibition and events projects at venues including BALTIC Centre for Contemporary Art and 100% Design.

The Design Event team have over 20 years collective project management experience, 18 years creative marketing experience and 15 years experience of selling and promoting high-quality design.

Design Event are passionate about excellent design and supporting practitioners to grow and develop their businesses.

Apply!

To apply to exhibit with Design Event at 100% Design 2012, please produce a powerpoint presentation to the specifications below and send to Olivia Ahmad at olivia@design-event.co.uk by **1 April 2012**

You might like to use the resources on Design Event's Design Exchange Website to help you with your application. Design Exchange has advice and information on time management, market research, legal issues, manufacture and more! www.design-event.co.uk/designexchange.php

Things to Consider

This application asks you to submit images of your product(s). If you are selected to exhibit, we will request that you supply high quality photographs of your product or a high quality prototype version by 1 May 2012. Submitting images of appropriate quality when requested will maximise national promotional opportunities for your work.

Design Event may contact you for further information to support your application in advance of the deadline. A prompt and full response to these requests will strengthen your application.

Application Format

- **Slide 1: Personal details**

Include: your name, the name of your company (if applicable), telephone number, email address, website, postal address, postcode, website (if applicable)

- **Slide 2: About you**

Please tell us a little about yourself as a practitioner. Include information such as your training (if applicable), the materials/tools/techniques you work with, your previous projects and your particular interests/sources of inspiration

- **Slide 3-8: About your product(s)**

Please tell us some information about the product(s)/prototype(s) installation you propose to show with Design Event at 100% Design. Include:

- Product name/ title
- Product type
- Materials used
- Making/manufacturing technique or process used
- Concept/ intended use
- Production stage (is the product at prototype stage/or complete?) now, and expected stage in August 2012
- Any environmental/sustainability issues that your product addresses, either through manufacture or intended use
- Expected retail selling price
- Where and when the product has been exhibited previously
- Any further information you feel is relevant

Please write about each element as fully as possible.

You may submit up to 6 products/ranges for consideration, provided they meet the criteria described above.

If you are submitting more than one product/range for consideration, please produce one separate slide of information about each

- **Slide 9: Previous exhibition experience/press**

Please list any exhibitions your work has been featured in in the last 24 months.

Please list any press coverage that your work has received in the last 24 months.

- **Slide 10: Why you want to exhibit with us**

Please tell us what you hope to get out of exhibiting at 100% Design with Design Event, and how it will contribute to your plans to develop your practice/business

- **Slide 8-13: Images**

Please supply a maximum of 6 different images of your product(s). If your products are still in development, good quality sketches or CAD images are acceptable.

Please only supply images to which you hold the copyright or rights for reproduction and ensure details of the photographer are clearly stated, if necessary.

© Please note: Design Event will assume any photography supplied to us will have your copyright permission to use for press/reproduction purposes. If your work is selected, product images supplied may also be used on Design Event website or other promotional material. The exhibitor is responsible for any copyright issues which may arise from publication.

Done?

Thank you for completing your presentation. Please send it to Olivia Ahmad at olivia@design-event.co.uk by 1 April 2012

If you have any queries about the application process, please contact Olivia at the email address above, or on 0191 265 3537

You can also have a look on our application FAQ page at <http://www.design-event.co.uk/100FAQ.php>