

# Design:Made:Trade

15 – 18 July 2010

Royal Exhibition Building, Carlton

Design:Made:Trade is the State of Design Festival's showcase of Australia's exceptional design talent. The trade fair features product designers, manufacturers and designer makers.

Housed in the historic Royal Exhibition Building Carlton, it has been created for designers seeking business opportunities with manufacturers, retailers, architects, building and interiors industry specifiers & local and international buyers.

Designers from a diverse range of backgrounds and expertise, including furniture, industrial, textiles, graphic, fashion, custom and hand-made objects, are invited to take advantage of the opportunities for networking, sales, business, and exchange of ideas with the audience of 3500+ Trade Visitors and 3000+ Public Visitors.

"For me Design:Made:Trade has connected me with industry people such as architects/interior designers and designers/manufacturers of all different kinds. This has opened the doors for collaborations in order to achieve more, together."

Volker Haug

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## Design:Made:Trade 2010 welcomes participants in the following categories:

- Industrial Design
- Graphic Design
- Textile Design
- Lighting Design
- Furniture Design
- Fashion & Fashion Accessory Design
- Materials Design

### Cost:

There is no cost to apply.

If selected participation is \$2,200 + GST.

### Selection Criteria:

Design offering must be authentic and innovative.

### Contact:

Please send completed application form and support material to:

### Design:Made:Trade

PO Box 82 Flinders Lane  
Melbourne Victoria 8009  
T: +61 3 9654 7773  
F: +61 3 9654 5596  
E: dmt@aec.net.au

## Design:Made:Trade Spaces – What you get:

- A constructed box 3m x 3m x 2.4m high. There is general lighting, a basic company identification sign and listing in the catalogue distributed to the trade
- Acknowledgement as a Festival Participant through appropriate channels, including the Festival website and printed collateral
- Write-up of activity in general press materials produced by State of Design Festival to promote the Festival to the media
- Pitching of your participation to the media by the Festival press agents, with the potential for local and international media coverage
- Access to State of Design Festival branding for your collateral
- Access to exclusive Partner resources and events, including invitations to State of Design organised activities, eg. The Festival Opening Night, the Closing Night, as well as any other networking opportunities with other Festival Partners
- Distribution of your Festival-related marketing materials at the Festival Hub



# Design:Made:Trade 2010

## Application Form

Name of BUSINESS: .....

Name of Applicant: .....

Designer's Name: .....

Street/Postal Address: .....

City / Town: ..... State: ..... Postcode .....

Phone: ..... Mobile: .....

Website: ..... Email: .....

Please provide a description of your product or service: .....

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Inspiration / Theme: .....

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Target Market: .....

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Please list materials used to create the product: .....

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Please let us know about any awards you have won: .....

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Please outline the unique selling points of your business, and how it differentiates from other like

products/designs: .....

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The Recommended Retail Price of your product (if relevant): .....

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Who are the stockists of your product (if relevant): .....

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Company PROFILE, in story form (if selected, the text supplied here will be used for PR,

100 words maximum): .....

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Why do you want to participate, what are your expectations if selected?.....

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Signature: ..... Date: .....

Please email to [dmt@aec.net.au](mailto:dmt@aec.net.au) any available copies of photos / images. If accepted images may be used in promotional material. Images are required in minimum 300dpi high resolution and minimum 0.5MB jpeg format.