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### **State of Design Festival launches the 2010 public program expression of interest**

Following the highly successful 2009 State of Design Festival, the State of Design Festival has opened a state-wide expression of interest for the Festival's public program, Design For Everyone.

The Victorian Government's State of Design Festival is a key element of the Design Victoria Strategy developed to increase the awareness of the value of design and showcase how design generates innovation, promotes sustainability and adds value to business and society. The State of Design Festival will be held from 14-25 July 2010, in metropolitan Melbourne and Victorian regional centers.

The 2010 State of Design Festival theme of 'Change By Design' promotes the value of design as a practical tool for the creation of sustainable and competitive industries and smart sustainable communities.

The Festival encourages collaboration with the design industry and business community, and creates design awareness via the following programs:

- Design for Everyone – the Festival's public program
- Design Capital - the Festival's business program
- Design:Made:Trade - the Festival's trade program
- Premier's Design Awards - the biennial awards program

Design For Everyone provides an opportunity for individuals and organisations to demonstrate how design is improving living conditions, creating sustainable development opportunities and generating new and innovative products and services.

The State of Design Festival is now seeking expressions of interest for public exhibitions, projects, installations, seminars, workshops and creative events to be included in the 2010 program.

For more information visit [stateofdesign.com.au](http://stateofdesign.com.au)

#### **For further media information please contact:**

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