



vivid
furnitex
15 -18 JULY 2010
MELBOURNE EXHIBITION CENTRE

Invitation

Furnitex is now calling all Australian based designers and students of design to submit new furniture products for **VIVID 2010** the acclaimed design competition and innovation showcase for new and emerging designers.

This dynamic showcase and design competition, now in its 8th year, is the heart of **Furnitex** at the Melbourne Exhibition Centre, Southbank, from Thursday 15 July - Sunday 18 July 2010.

Furnitex is Australia's largest Furniture and Furnishings Trade Fair attracting over 17,000 qualified trade visitors from across Australia and overseas and is a key event of State of Design, Victoria's Design Festival 2010.

Australian based designers and students of design are invited to apply with their **latest Australian made furniture products**, all things beautiful, innovative, commercial, and fun. **Applications close Wednesday 28 April 2010 at 5pm.**

Awards for Excellence in Design will be presented in the categories:

- VIVID Commercial** – for the best new release
- VIVID Concept** – for the best prototype
- VIVID Student** – for the best student product; and
- VIVID Green** – for the most sustainable product across all selected entries

VIVID is a design event not to be missed. Applications now welcome.

For further information about the Fair and to download the application form please go to www.furnitex.com.au or contact:

VIVID Curator

Uli Hasel

Tue-Thu 9am-5pm

Australian Exhibition & Conferences Pty/Ltd

T 03 9654 7773

E uli@aec.net.au

Organiser

Australian Exhibitions & Conferences Pty Ltd ABN 80 000 071 787
Level 2, 267 Collins Street Melbourne Vic 3000 Australia
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CATEGORIES AND SELECTION CRITERIA

Applications that do not meet eligibility and / or selection criteria cannot be considered

ELIGIBILITY

All applicants must be based in Australia. Professional designers and designer makers in business less than 5 years and students of a recognised tertiary design course are eligible to apply. Recognised design directions include Furniture, Industrial, Product, Architecture and Interior Design.

SELECTION CRITERIA

Product Specifications

All entries must:

- Be a FURNITURE item, this includes chairs, stools, tables, cabinets, shelves, screens, beds, sofas, lights, etc
- Be INNOVATIVE
- Showcase highest professional manufacturing standard and finish
- Represent materials from ecologically sustainable sources
- Be SMALLER than 2m wide and 2m deep
- Be FULL SIZE scale models and mock-ups cannot be accepted

CATEGORIES

VIVID Commercial – New Releases

Additionally to the above product specifications, each product must:

- Be a new release. This means that a product may have been shown previously at any Fair or Exhibition and may be older than 12 months, but not older than 18 months. Products previously shown as prototypes welcome
- Be ready for the market in small or large production runs

VIVID Concept - Prototypes

Additionally to the above product specifications, each product must

- Be a prototype or one-off piece
- Be less than 12 months old and shown for the first time

VIVID Student

Entries must be less than 12 months old and may be a prototype or finished product. Entrants must be currently enrolled in a recognised Australian tertiary design course at either a College or University.

VIVID Green

Any selected products across all three previous categories and that demonstrate being designed and made applying sustainable principles are additionally eligible for this award.

AWARDS

A panel of independent high-profile industry judges will assess all entries considering innovation, execution, materials, marketability and originality. Winners are determined via a points system. If there is more than one entry with the same amount of points the decision of who will be the winner will be made by means of consensus by the judges. The judges' decision is final.

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CONDITIONS OF ENTRY

APPLICATIONS

Applications must be received by **Wednesday 28 April 2010** at 5pm EST and must be sent to the curator, see address details on last page. **Late Applications cannot be accepted.**

MULTIPLE SUBMISSIONS

A maximum of two products or products groups may be accepted per applicant. The curator reserves the right of selection.

IMAGES

All images sent with this application must be high-resolution images of the finished piece and in JPEG format. Digital renderings and/or hand sketches are NOT accepted, student entries exempted. All high-resolution images must be supplied on standard CD and are for the purpose of pre and post Fair publicity.

COPYRIGHT

The event organiser reserves the right to

- 1) Use complete or part of product images supplied
- 2) Photograph all products at the Fair without the express permission of the product designer for promotional purposes.

Images supplied cannot be returned and will be kept in a non-commercial archive.

TRANSPORT, DELIVERY AND COLLECTION

Selected entrants are responsible to arrange for transport of their work to and from the Fair at prearranged dates and times and at their own cost. Details supplied on selection.

PRESENCE

Furnitex is a trade fair. All selected participants or a nominee are required to be present for the duration of the fair.

OCCUPATIONAL HEALTH & SAFETY

All products accepted will be inspected prior to the opening of the Fair to ensure they are of exhibition standard and will not in any form or way cause harm to visitors or damage other work. *Important:* Lights and other electrical appliances that require to be connected to an electrical power supply must comply with Australian standard and have a current certification tag that certifies that they have been tested and are safe to use.

TOUCHING, FEELING, TRYING

Exhibition pieces that are too fragile to be touched by visitors have to be identified prior to the Fair and may or may not be included.

INSURANCE

Selected participants are responsible for insuring their products for the duration of the Fair. The event organiser and event partners together with the curator cannot accept responsibility for loss or damage of products.

PRIZES

A lucrative prize pool valued in excess of \$8,000 is awaiting the winners. Prizes include stand packages at Furnitex 2010 for the commercial and green award winners. Prizes in the form of goods or services cannot be redeemed in cash.



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APPLICATION MATERIAL

1. APPLICATION FORM

You will need to complete one application form per product / product group you wish to enter, see final page of this document. *Important:* All parts of the application form must be completed.

2. IMAGES

The following images must accompany each application:

- **1** Image of product before a plain white background; PLUS
- **1** Image of designer, portrait only; PLUS
- **1** Image of designer with product; PLUS
- **1** Lifestyle shot, where the product is placed in a context, eg practical, artistic or fun

All images must be of high quality and can be in either colour or black and white

Note: the better the images of your product the more publicity and attention with media

All images must be supplied digitally, file format: .JPG

- low resolution 72dpi, PLUS
- high-resolution 300dpi

Maximum number of images per application is 8

Image File Names must be composed of: DesignerFirstNameSurname_NameOfProduct.jpg

Email completed application form together with required images to:

VIVID Curator

Uli Hasel

uli@aec.net.au

Applications and images must be received by
Wednesday 28 April 2010 at 5pm EST

Contact the curator on uli@aec.net.au if you would like a copy of the form in word format.

APPLICATION FORM

Applications close Wednesday 28 April 2010 5pm EST

Please note ALL correspondence will be via email

Name of PRODUCT Month / Year released /

Category (select one only) Commercial / New Release Concept / Prototype Student / Prototype

Product designed and made applying sustainable and ecological principles / Green Award Yes No

Name of DESIGNER

Design Qualification Year graduated

Name of COMPANY

Name of Applicant ABN

Street/Postal Address

City / Town State Postcode

Mobile/Telephone Email

Website

For students only: Name of educational institution

Name of course enrolled Year

NUMBER of pieces in this application Estimated space requirement in m²

DIMENSIONS of each piece in mm L x W x H Power No Yes (products only)

Brief DESCRIPTION of product (maximum 25 words, **please describe any innovative features in particular**):

.....

.....

MATERIALS used (list main materials only):

Product designed and made applying sustainable and ecological principles Yes No

Product manufactured by (please specify): Designer Other

Product manufactured in (please specify): Australia Other

Product available from: Designer.. Other

Recommended Retail Price AU\$

Designer/Company PROFILE (the text supplied here will be displayed with the product if selected, 25 words maximum):

.....

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.....

Questions for the designer: Is the product design registered? Yes No www.ipaustralia.gov.au

(Note: Design registrations must be lodged before showing your product for the first time)

Does the product carry environmental choice certification? Yes No www.geca.org.au

Where do you usually find your inspiration?.....

Where did you find the inspiration for the product in this application?.....

Which market / country was the product designed for? For which age group?

Is this the first time the product has been shown in public? Yes No

If no, where has it been shown previously?

Why do you want to exhibit at VIVID, what are your expectations of the Fair?

.....

I have read the selection criteria and conditions of entry and accept my roles and responsibilities should this application be successful and my product be selected for VIVID 2010.

Signature **Date**

Email completed form together with images in JPEG format to: VIVID Curator Uli Hasel uli@aec.net.au