



vivid
furnitex
15 -18 JULY 2010
MELBOURNE EXHIBITION CENTRE

FREQUENTLY ASKED QUESTIONS

What is VIVID?

VIVID is an annual design competition and innovation showcase for new and emerging designers and a celebration of Australia's design talent.

When and where is it?

VIVID is hosted by Furnitex 15-18 July 2010 in Melbourne, a key event of State of Design, Victoria's Design Festival and Australia's largest Furniture and Furnishings Trade Fair. The official fair website provides the most comprehensive information about Furnitex including visitor profiles, feature events, exhibitor listing, service directory, seminar series, plus lots more, for details go to www.furnitex.com.au.

Who can participate?

Tertiary design students and new and emerging product and furniture designers and designer makers based in Australia and in business less than five years are eligible to apply. All applications are subject to selection criteria, participants are selected by industry advisers, see application document for details.

What can be entered?

VIVID is an innovation showcase and open for furniture and lighting products. There are three categories: Commercial – for new releases, Concept – for new prototypes and Student – for new student work. There is no theme. All entries must be innovative, be smaller than 2m wide and 2m deep, be full size (scale models and mock ups are not accepted), showcase highest manufacturing standard and finish and made from ecologically sustainable materials.

What does it cost to participate?

There is neither an application fee nor a participation fee. Selected participants are responsible for getting their entry to and from the venue at preset dates and times, must take out their own public liability and product insurance and cover their own travel and accommodation costs.

What to expect if selected?

Successful applicants can expect prominent space at Furnitex, a fully designed and equipped stand, signage, inclusion in the official fair catalogue, extensive media coverage and access to over 17,000 qualified trade visitors. Participating designers are encouraged to be present for the duration of the fair.

What exactly is the competition?

All selected entries automatically enter the competition in their respective category. There are four awards to be won:

VIVID Commercial Award – for the best new release

VIVID Concept Award – for the best prototype

VIVID Student Award – for the best product by a student designer; and

VIVID Green Award – for the most sustainable product across all entries

A panel of high-profile industry judges will select one winner in each category via a point system judging innovation, execution, material choice, marketability and originality.

What are the prizes?

A lucrative prize pool awaits the winners of the awards. Prizes may include Furnitex stand packages and/or cash prizes.

How to apply?

Download the information document and application form from the fair website www.furnitex.com.au and submit the completed form together with the required application support material by the due date.

When are applications due?

Applications open in February and close on Wednesday 28 April 2010 at 5pm, late applications cannot be accepted.

For more information and a copy of the current information document and application form please go to www.furnitex.com.au

Organiser

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