

DESIGN MADE TRADE

Design:Made:Trade showcases Australian and international design culture, featuring small manufacturers, product designers and designer makers. This is a boutique event, specifically created to introduce our best designers to manufacturers, retailers and export buyers. The fair presents a diverse cross-section of designers drawn from the disciplines of product design, graphic design, textiles, lighting, furniture, fashion, accessories and handmade objects.

REGISTER NOW AT:
www.stateofdesign.com.au/designmadetrade

**15-18
JULY
2010
ROYAL
EXHIBITION
BUILDING
CARLTON**

When

Thursday 15 July 10am – 5pm (Trade only)
Friday 16 July 10am – 5pm (Trade only)
Saturday 17 July 10am – 5pm (Trade & public)
Sunday 18 July 10am – 5pm (Trade & public)

www.stateofdesign.com.au/designmadetrade

DESIGN:MADE:TRADE Exhibitors 2010

Sample list as at 3 June

Aegis	In-Sync Design	Philip Stokes Studio Glass
A Farmer's Daughter	It Inc	Poulier and Poulier Design
Alex Earle Lighting & Furniture Design	Joe Li	Print Together
Alex Noble Creations	Keep Cup	Retromodern
Antlitz	Kearnsie	Ripple Products
Blue Dog Glass	Kif + Katast	RMIT University, School of Fashion & Textiles
Boniko	King Furniture	Shuky
Bug & Megs	Klei	studio oat
Chan Andreassend	Kristina Brenke Jewellery Design	Studioworks Design
Cibela	Kyoko Osato	Subgreen Design
Cloth	Lab 305	Sunday Morning Design
Dani M Design	Laura McCusker	The Gently Unfurling Sneak
Dick & Dora	Leoni & Vonk	This Is
Drink Me, Alice	Little Harvest	Thomas Place
Eco Innovators	Lox & Savvy	Tide Design
Ellie Mucke	Mariachi Design Collective	Tiffany Treloar
Foundry	Mark Shelton: Illuminations	Tongue and Groove
FromWoopWoop	Marlee May	Ute Australian Design
Gregory Bonasera	Me and Amber	Vantsos Design
Gretchen Hillhouse Design	Monash University Faculty of Art & Design	Vince Letterpress
Hookturn Industries	Nic Cairns	Visy Specialty Products
I design things.	Nine Raven	Volker Haug
IdN magazine	Patternique	Wendy Jagger
Iggy Design		Who Did That
INDE		Yellow Diva
Ingrid Tufts		

Design Victoria Seminars



Venue: The Ampitheatre at Design:Made:Trade

Duration: 1.5 hours

Tickets: \$42 (inc GST) per session

Pre-booking is essential and must be accompanied with payment. Book online at www.stateofdesign.com.au/Business-And-Trade/Talks or complete and return the registration form.

Seminar 1: Thursday 15 July, 9.30am – 11.00am

Reinventing Retail – Beyond Bricks Mortar

Annie Harper – *Idea Nation*, Barrie Barton – *Right Angle Studio*, Justin Wilden – *IE*, James Tuckerman – *Anthill Magazine*

Traditional retail models are limiting – stores seeking exclusivity agreements offering designers less exposure and risky return. Alternative platforms, such as global online stores, eBay, guerilla retail and micro-brand stores are the retail tools of the future.

Seminar 2: Thursday 15 July, 11.30am – 1.00pm

Get Funded
Pip Carroll – *Ambiguous Horse*, Adrian Spencer – *Grant Ready*, Judith Bennett – *Creative Industries Innovation Centre*, Fred Davis – *Invetech*

Grant funding is out there – you just need to know about it. Hear how you can get the boost you need for your business, attract grant funding and plan for grants at the right stages of business.

Seminar 3: Thursday 15 July, 1.30pm – 3.00pm

Green Growth Markets

Tamsin O'Neill – *Green Magazine*, John Gertsakis – *WSP Environmental*, Suzie Stanford – *Suzie Stanford Design*, Alex Fearnside – *City of Melbourne*

Green and sustainable are the buzz words of the moment, but what is behind these trends? What products and initiatives are truly green? Learn what is "green wash", what's coming up and how you can gear your business to be sustainable.

Seminar 4: Friday 16 July, 9.30am – 11.00am

Get Noticed – It's Called PR Darling!

Kate Vandermeer – *iSpyStyle*, Ann Morrison – *AMPR*, Kate Hannaford – *Moth Design*, Alice Blackwood – *DQ Magazine*

As designers we are often so caught up in the making of objects that we forget to market them properly. Learn some of the strategies and tactics that designers can employ to put themselves out there.

Seminar 5: Friday 16 July, 11.30am – 1.00pm

Designing An Exit Strategy

Rachael Guthridge – *Monument Marketing*, Jordan Green – *Australian Association of Angel Investors*, Trevor Choy – *Choy Lawyers*, Marcus Powe – *EIC Growth*

Build it up, then sell it! It is many a designer's dream to have a successful business that they can sell for the big bucks – but how do you actually plan for it?

Seminar 6: Friday 16 July, 1.30pm – 3.00pm

Hello World – Exporting Design

Collins Rex – *Australian Institute of Export (AIE)*, Simone LeAmon – *O.S. Initiative*, Gemma Hansen – *Export Solutions*, Cindy Lee Davies – *Lightly*

Could you be a bigger fish in a bigger pond? As the world becomes more connected, designers have a unique opportunity to explore offshore markets – but what is the best path to take when you're new in town?

Two new exhibitions co-located with Design:Made:Trade

**LIGHT
SOURCE**

Principal Sponsor:

PHILIPS

A new feature for 2010. Lighting companies, lighting brands, lighting technology companies, manufacturers and designers showcase the latest product and technology innovations.

materia

From The Netherlands, an international exhibition of innovations in materials and their applications for architecture and design. Three hundred unique samples from the Materia catalogue will be displayed in a hands-on library reflecting the themes of sustainability, materials designed by designers and interactive and smart materials.

This year at Design:Made:Trade you will also find:

Melbourne Design Embassy: A central zone where industry can meet with Victorian design talent to relax, network and do business. The Embassy will facilitate business connections by inviting buyers, industry groups and companies to meet with design professionals.

Idea-Land: Provides space for professional industry associations and membership bodies to connect with exhibitors, industry and visitors.

The Long Table: Running the length of the Royal Exhibition Building, The Long Table is programmed with activities, workshops, discussions, a design mini library and a café.

Proudly sponsored by:



Büro North
Multidisciplinary Design



Free Shuttle Bus:

A free shuttle service will operate between the Royal Exhibition Building, Carlton and Furnitex and Decoration + Design at the Melbourne Exhibition Centre (10 minute journey).

Design:Made:Trade is a key event of the State of Design Festival from 14-25 July 2010. For all event listings visit www.stateofdesign.com.au

Organiser:

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Australian
EXHIBITIONS
& Conferences



Register Now At:

www.stateofdesign.com.au/designmadetrade

Your Access Card for free entry will be available at the entrance. If you register at the exhibition, an entry fee of \$10 applies.