

furnitex

MELBOURNE EXHIBITION CENTRE

16 - 19 July 2009



Invitation **vivid**²⁰⁰⁹

Calling all Australian based designers and students of design to submit new furniture products for **vivid**²⁰⁰⁹ – **Vibrant Visions in Design**.

This dynamic showcase and design competition, now in its 7th year, is the heart of **Furnitex** at the Melbourne Exhibition Centre, Southbank, from Thursday 16 July - Sunday 19 July 2009.

Furnitex is Australia's largest Furniture and Furnishings Trade Fair attracting over 17,000 qualified trade visitors from around Australia and overseas and will be one of the key events of the Satellite Program for the Victorian State of Design Festival 2009.

vivid²⁰⁰⁹ welcomes applications by Australian based designers wishing to showcase their **latest Australian made furniture products**, all things beautiful, innovative, commercial, and fun. **Applications close Wednesday 22 April 2009 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

vivid²⁰⁰⁹ is a design event not to be missed. **Applications now welcome.**

For information please go to www.furnitex.com.au or contact:

VIVID Curator

Uli Hasel

T 0438 523 731

E ulih@netspace.net.au

Furnitex Organiser

Australian Exhibition & Conferences P/L

T 03 9654 7773

E furniture@aec.net.au

Image above VIVID 2008: Gareth Brown (SA) – CREDENZA

Organiser

Australian Exhibitions & Conferences Pty Ltd ABN 80 000 071 787

Level 2, 267 Collins Street Melbourne Vic 3000 Australia

t +613 9654 7773 f +613 9654 5596 e furniture@aec.net.au w www.furnitex.com.au

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vivid²⁰⁰⁹ 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, 2m deep and 2.5m high
- Be FREESTANDING and not require wall or ceiling mounting
- Be FULL SIZE, scale models 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. A product may not be accepted (at the discretion of the Curator) depending on prior exposure. Products previously shown as prototypes welcome.
- Be ready for the market in large or small 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 - Prototypes

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.

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vivid²⁰⁰⁹ CONDITIONS OF ENTRY

APPLICATIONS

Applications must be received by **Wednesday 22 April 2009** at 5pm 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. 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 works 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

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.

PRIZE POOL

A lucrative prize pool in excess of \$8,000 is awaiting the winners. Main 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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vivid²⁰⁰⁹ 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, but may be in colour or black and white, see also example on title page of this document.

Please note: good photographs of your product are absolutely vital for media and publicity.

All images (4 per application) must be supplied

- **Digitally**, file format: .JPG in low resolution 72dpi 6x8cm 300KB or below

Image File Names must be composed of: DesignerFirstNameSurname_NameOfProduct.jpg

Email completed application form together with required images to:

vivid²⁰⁰⁹ Curator

Uli Hasel

uliha@netspace.net.au

Applications and images must be received by
Wednesday 22 April 2009 at 5pm

Contact the curator on uliha@netspace.net.au if you would like the form in word format.

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Name of PRODUCT Month / Year released/.....

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

Name of DESIGNER

Design Qualification Year graduated

Name of COMPANY

Name of Applicant Business number

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 required No Yes (for products only) Plinth/s required No Yes (depending on availability)

Brief DESCRIPTION of product (maximum 20 words, **please describe any innovative features in particular**):

.....

.....

MATERIALS used (please list main materials):

Product designed and made applying sustainable and ecological principles required 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, 50 words maximum):

.....

.....

.....

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

(Please note should you wish to register your design you must do so 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 2009.

Signature **Date**