

DESIGN SUPER MARKET

designSUPERMARKET'12
VI. International Festival
of Contemporary Design
in Prague

Archa Palace, Na Poříčí 26, Praha 1
December 6 – 9, 2012

CONDITIONS OF PARTICIPATION

About designSUPERMARKET

designSUPERMARKET is an international festival of contemporary design founded in 2007. Its ambition is to create a continuous platform for exhibiting and selling original works in the field of product design, accessories, fashion, jewelry and graphic design by the currently best Czech and foreign young professionals and talented students. designSUPERMARKET also represents an event with social overlap – its role is to serve as an informal meeting center of the designer personalities and the interested public. The event aims to present design to the general public with the most responsible approach and to promote the work of young artists through all possible ways.

THE VENUE

designSUPERMARKET in Archa Palace

As well as in the last year, also this year designSUPERMARKET takes place on more than 1600 sq.m in the 2nd floor of Archa Palace in Prague 1. The venue offers pure, clean and newly reconstructed space suitable for presentation of design – partly in the historical part of the building and partly in its modern extension. A very good access in the very center of Prague is a big advantage of the venue (tram stop Bílá Labuň and Masarykovo nádraží, Metro B and C Florenc and Náměstí Republiky).



designSUPERMARKET'12

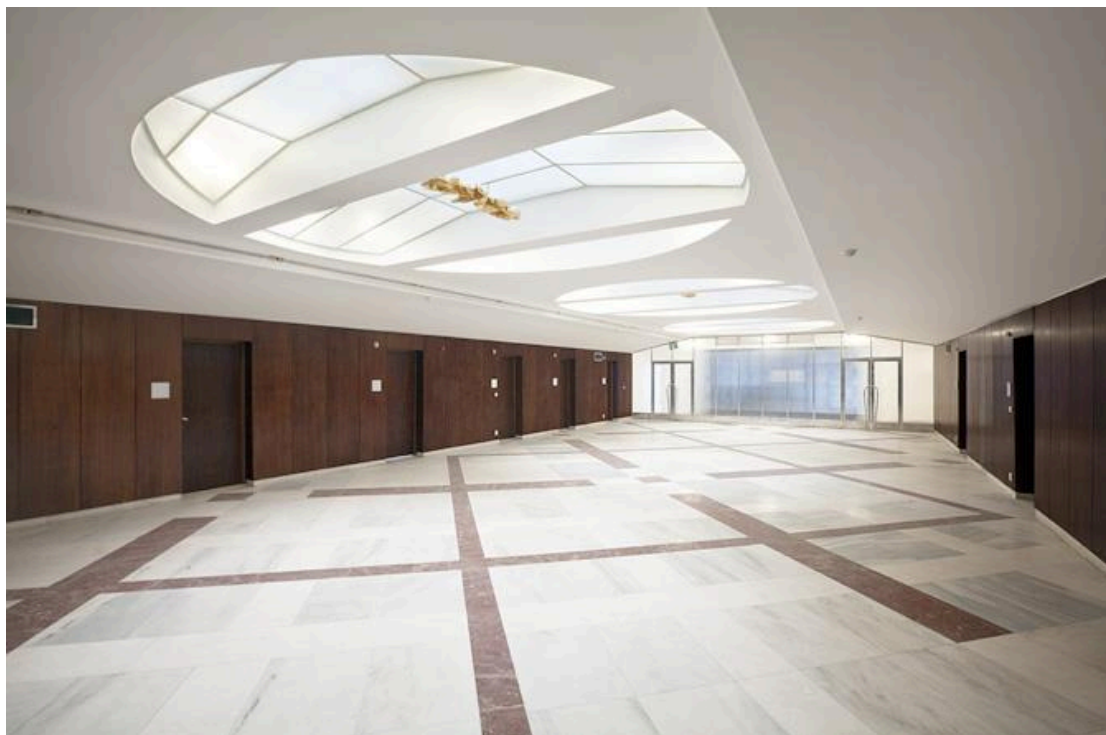
VI. year of the festival is held traditionally in the second week in December, this time 6th – 9th. The opening is set on Wednesday, December 5th. The opening hours are 12 – 21 in weekdays and 10 – 21 on the weekend (subject to change).

New conception: Design departments

Due to the wide spectrum of designers, who regularly participate in designSUPERMARKET, and considering the diverse target groups, we are coming with a new concept of thematic departments. In this purpose we are not willing to separate the designers and their products in the way of design areas (such as fashion – jewelry – product design), but rather as appropriate to the particular lifestyle and themes. designSUPERMARKET'12 will present several spatially and architectonically separated independent departments – boutiques. In this **main presentation** about 60 – 80 mixed, Czech and foreign designers brands are going to be presented.

In each department, an independent **counter sale exhibition** will be organized presenting also a number of selected individual artifacts without considering the other work of the authors.

A strong element of designSUPERMARKET is traditionally a bookshop with readers room, which offers publications and magazines with the topic of design, architecture and arts. Café, chill out zone with DJs, newly also a larger refreshment zone. The day and evening additional program - workshops, screening and music performances - is in progress.



POSSIBILITIES OF PARTICIPATION / PRICE LIST

The stated price is final and includes TAX.

1. Main presentation: 290 EUR

Price includes:

- Basic background for presentation: table approx. 2 m2 / stand hanger approx. 250 cm + hangers (in case of fashion presentation), chair, light, cartoon box for storing the products (mirrors and changing cabins for fashion presentation will be provided), extra additional exhibition space for larger objects
- Presentation in the printed festival program (title, picture, website)
- Basic profile on the festival website (title, a picture, short text, web link) for 1 year
- Possibility to organize own event during designSUPERMARKET (happy hour, party, presentation), which will be listed in the printed festival program and on the website

Advertising possibility in the printed festival program: conditions to be set

Advertising possibility in the festival website: conditions to be set

Possibility of a video presentation in the festival venue: conditions to be set

Conditions:

- Participation in designSUPERMARKET is selective. The dramaturgical team is responsible for the selection of participants as well as their inclusion in particular departments.
- The sale is all organized by the participants.
- The participants are obliged to be present or to ensure a responsible person in their presentation during the opening hours of designSUPERMARKET.
- During the opening hours of designSUPERMARKET the participants are responsible for their products.

2. Counter sale exhibition: margin 40%

Price includes:

- Organization of the sale of products within departments.

Conditions:

- The dramaturgical team is responsible for the selection of products and their inclusion in particular departments.
- The organizer is responsible for the products during designSUPERMARKET.

TIME SCHEDULE

Deadline of applications	5th Nov 2012
Announcement of selected participants	8st Nov 2012
Deadline of promotion materials (Main presentation)	15th Nov 2012
Deadline of exhibition fees payment (Main presentation)	15th Nov 2012