

Design:Made:Trade

15 – 18 July 2010

Royal Exhibition Building, Carlton

Design:Made:Trade is the State of Design Festival's showcase of Australia's exceptional design talent. The trade fair features product designers, manufacturers and designer makers.

Housed in the historic Royal Exhibition Building Carlton, it has been created for designers seeking business opportunities with manufacturers, retailers, architects, building and interiors industry specifiers & local and international buyers.

Designers from a diverse range of backgrounds and expertise, including furniture, industrial, textiles, graphic, fashion, custom and hand-made objects, are invited to take advantage of the opportunities for networking, sales, business, and exchange of ideas with the audience of 3500+ Trade Visitors and 3000+ Public Visitors.

"For me Design:Made:Trade has connected me with industry people such as architects/interior designers and designers/manufacturers of all different kinds. This has opened the doors for collaborations in order to achieve more, together." **Volker Haug**



Design:Made:Trade 2010 welcomes participants in the following categories:

- Industrial Design
- Graphic Design
- Textile Design
- Lighting Design
- Furniture Design
- Fashion & Fashion Accessory Design
- Materials Design

Cost: There is no cost to apply. If selected, participation is \$2,200 + GST.

Selection Criteria: Design offering must be authentic and innovative.

To Apply: Visit stateofdesign.com.au/trade-fairs to complete the online application form.

Contact: Please send completed application form and support material to:

Design:Made:Trade
PO Box 82 Flinders Lane
Melbourne Victoria 8009
T: +61 3 9654 7773
F: +61 3 9654 5596
E: dmt@aec.net.au

Design:Made:Trade Spaces – What you get:

- A constructed box 3m x 3m x 2.4m high. There is general lighting, a basic company identification sign and listing in the catalogue distributed to the trade
- Acknowledgement as a Festival Participant through appropriate channels, including the Festival website and printed collateral
- Write-up of activity in general press materials produced by State of Design Festival to promote the Festival to the media
- Pitching of your participation to the media by the Festival press agents, with the potential for local and international media coverage
- Access to State of Design Festival branding for your collateral
- Access to exclusive Partner resources and events, including invitations to State of Design organised activities, eg. The Festival Opening Night, the Closing Night, as well as any other networking opportunities with other Festival Partners
- Distribution of your Festival-related marketing materials at the Festival Hub