

STATE OF DESIGN | **BERLIN** presents

EXPERIMENTAL DESIGN

3rd BERLIN EDITION
INTERNATIONAL PLATFORM
1.200 sqm EXHIBITION
NEXT GENERATION

20. – 23.09.2018



VOLLGUTLAGER
by GOLDEN BOX

BNDMNK
BERLINDESIGNEEK

CALL FOR ENTRIES

“EXPERIMENTAL DESIGN” IN BRIEF:

We present, what state of DESIGN stands for: in its search for new ways to keep design in motion, it freely mixes existing formats, such as that of a fair, showroom, museum, gallery, conference, get together and party. Doing away with the limitations of a fair stand, for instance, all works will be presented as a carefully curated whole. And animated by a program of talks, the editions will debate aspects of what the next generation design might be. And while the latter is a novelty, big players, newcomers, hidden champions and leading design schools are invited to present their latest work and projects and to join an intensive dialog—speaking on terms with the design industry and design-loving consumers. We are convinced that this “Experimentierfeld” is needed to explore the real innovations in the design industry. EXPERIMENTAL DESIGN is the theme of the third Berlin edition and official partner of the BERLIN DESIGN WEEK 2018.

- » this exhibition will highlight a choice of the best, latest and most innovative in global design, from hidden champions to big players.
- » In its search for what next generation design might be, this exhibition will not limit itself to a showcase and meet and greet: animated by a program of daily talks, debates, guided tours, and other events it will delve into the topic.
- » Participants also won't have to invest into a scenography, presentation or illumination. To create a consistent whole, in which the exhibits are put as much as possible in evidence and enter into a lively dialogue with each other, the exhibition will take the shape of a carefully curated open landscape, in which each exhibit is explained to the public with captions and other documentation.
- » The exhibition will be curated by state of DESIGN director Alexandra Klatt.
- » Next to a number of other criteria, such as the will to create a diverse and kaleidoscopic whole, and the way in which the proposals reflect new tendencies and strategies in global design in general, projects will again be judged on their critical mass and experimental and social relevance, or the way in which they question ruling standards.
- » The exhibition platform will be organized at 1200sqm in Berlin at the Vollguthalger by Golden Box

WHO CAN APPLY AND HOW:

- » All designers and design studios, producers, and institutes, whatever their origins, can apply for participation.
- » The exhibition is also open for participants from all possible design disciplines, going from jewelry and fashion, over furniture, product and communication design, to automotive and mobility, architecture and urban planning.
- » Candidacies are only valid when the Application Form is filled out and signed and has been received by the organizers before 2018, July 15th.
- » Applications will be selected on July 15th. The final number of participants will be kept limited though. When that number has been reached before the final deadline, no further selection round will be organized.
- » Candidates can apply with several proposals or projects, but are expected to enter one application form per project.
- » One proposal can comprise one or several objects, and even an entire collection, as long as the exhibits clearly present themselves as one homogenous whole.
- » To keep the participation fee as low as possible, participants will again be asked to see to it themselves that the selected project is brought and retrieved on a specific date (will be announced latest two month before the opening) to and from the exhibition space.

A MAXIMAL RETURN FOR A MINIMAL INVESTMENT:

- » Participants will be part of Berlin's leading design event, the BERLIN DESIGN WEEEK 2018 as one of two main events. They are therefore guaranteed to draw a lot of attention, not only from the media and the design world, but also from the cultural scene in general and a broad audience, on a local, national, and international level.
- » Once selected, participants will be announced with posts on the exhibitions media channels—such as the website, fb-page, newsletter and press distribution list—with minimum one post per participant, reporting on the whole of their work.
- » During the exhibition, participants will be offered plenty of opportunities to enter more closely in contact with the visitor during talks and debates, or other events of the side program.
- » As part of that program, each participant will also be offered the opportunity to give a lecture
- » ON TOP: You will be communicated in the media of the Berlin Design Week without paying the extra fee of 500,00 € participation fee of the Berlin Design Week. The participation fee for one product / project is all inclusive 600,00 € (plus VAT)

AND FURTHER:

PARTICIPATION FEE PER PRODUCT / PROJECT:
EURO 600 excl. VAT.

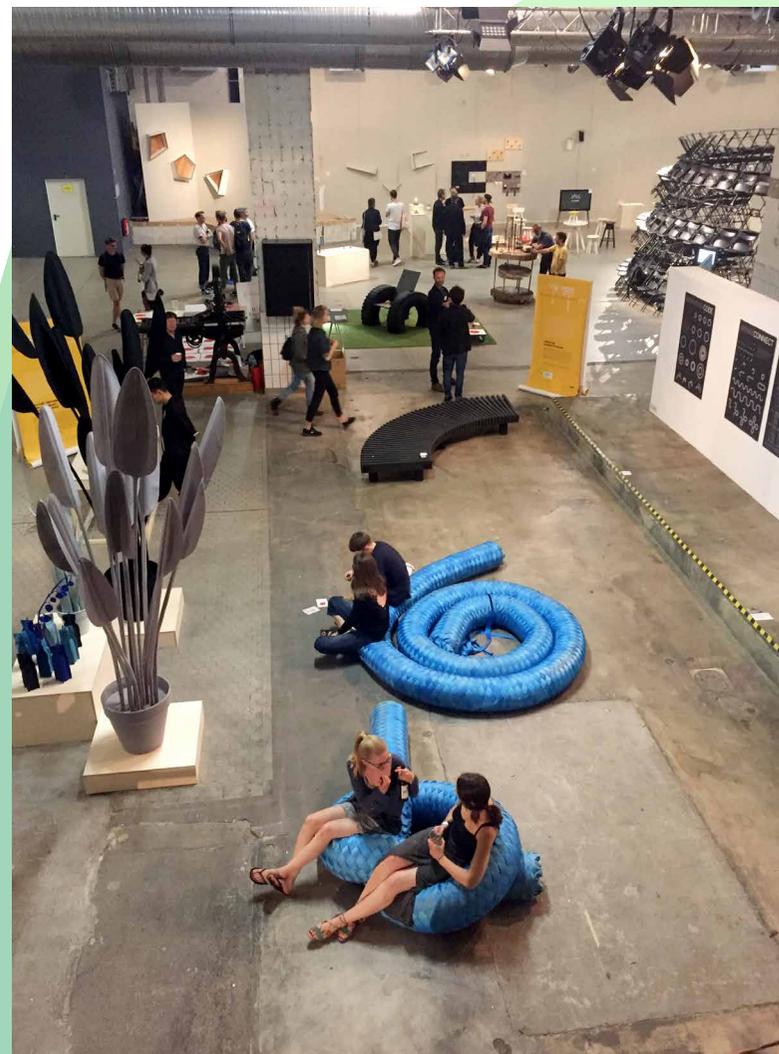
The call for entry form and all further documents can
be sent by email: info@stateofdesign.berlin

FURTHER INFORMATION:
www.stateofdesign.berlin

ANY OPEN LEFT QUESTIONS? PLEASE CONTACT:
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APPLICATION FORM

EXPERIMENTAL DESIGN BERLIN DESIGN WEEK 2018 September 20–24

A. INFORMATION ON THE CANDIDATE PARTICIPANT:

Name of the designer(s), design studio, company or Institution:

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Street: Number:

Zipcode: Place:.....

Country:.....

Tel (Landline):.....

Tel (Mobile).....

Fax:.....

E-Mail:.....

Website:.....

Represented by:

Nachname:.....

Name:.....

Position:

A short description of the design studio, institute or company
and its main activities: (max 1000 characters)

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B. INFORMATION ON THE PROPOSAL

This is a short description of the project with which we would like to participate:
(max. 1000 characters).

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Here are the references of documents –images, films etc- that we add to this form to illustrate our proposal, and that can be freely used in the exhibition:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Name:

Place:

Date:

Signature:

I agree that all information included in this form can be freely used by the team of state of DESIGN, before, during, and after the exhibition, and therefore also by press and other third parties in their reports on the event.

I agree with the attached General Conditions regarding the participation in the exhibition.

I confirm that all the information In this application is truthful, and does not damage the rights of third parties. I also exempt the organizers from any responsibility and claims in that matter.

I agree to pay the organizers a contribution to the event of € 600 (excl. VAT) once the proposal has been accepted. I also agree that this contribution will be paid within two weeks after we have been given notice by the organisers of the fact that I have been selected.

Finally, I also consent to do everything within my capacities to have my proposal realised before the opening of the exhibition, once it has been accepted, and conform to the description given in this form. I also agree to discuss all deviations from this original concept beforehand with the organizers, if these should impose themselves.

Attached:

GENERAL TERMS AND CONDITIONS REGARDING PARTICIPATION IN "EXPERTIMENTAL DESIGN"

GENERAL TERMS AND CONDITIONS REGARDING PARTICIPATION IN EXPERIMENTAL DESIGN @ BERLIN DESIGN WEEK 2018

§1. CANDIDACIES

A candidacy for participation can only be registered when the form meant for this purpose is received by state of DESIGN, from now on described as 'the organizers', at the (email) address mentioned in this form. The form should be the latest arrive—signed and filled in—at the above mentioned address on June 15th 2018.

§2. CONSEQUENCES

By sending the request for participation the candidate participant also accepts the fact that he or she is a participant, once the candidacy is selected. This also means that he or she will pay the contribution fee under all circumstances, and will accept these General Terms and Conditions of participation, plus the responsibility to see to it that—once the proposal is accepted—anyone involved in the realization of the proposal will accept and respect them. These terms and conditions also include the ruling legal working- and business regulations that are valid in the country where the proposal which is the subject of the request will be executed, and in particular regulations related to fire and accident prevention, company identification and price labeling.

§3. SELECTION

The organizers will decide if new candidacies are accepted or not. Candidacies will be judged and chosen in terms of:

- » The will of the organizers to create a diverse, entertaining, and kaleidoscopic whole their social and experimental relevance & critical mass;
- » The way in which the proposals are representative of new and relevant tendencies and strategies in design, and the theme of the exhibition.

Although the organizers can return upon earlier decisions regarding the selection, its decisions cannot be contested by the candidate participant, on whatever ground.

§4. PARTICIPATION FEE

A candidate will only be confirmed as a participant, when the candidate also pays a participation fee of € 600 excl. VAT, and when this fee will be received by the organizers on their account, within 14 days after the candidate has been

notified of his or her selection. The organizers have the right to cancel a participation if a candidate doesn't respect this timeline, or when there are serious indications that the participant won't be able to realize the project in a way that is conform to the proposal on the ground of which it was accepted. If so, a participation fee that has already been paid, shall not be refunded, but be considered as an Indemnity.

§5. RESPONSIBILITY

The participant will take the full responsibility in the realization of the project that has been selected, and bear all the financial and logistic consequences. In doing so, he or she will be allowed to appeal to sponsors, but not to sell entrance tickets during the event. He or she will also continuously report and consult the organizers of the project, and particularly also on any problem that might prevent him or her to execute the project in accordance to the original plan.

§6. FORCE MAJEURE

The organizers will have the right to cancel the exhibition before the opening, when unforeseen incidences, which prevent them to elaborate the event according to plan, force them to do so. When this would happen more than 8 weeks before the opening, 50% of all participation fees will be retributed. The other half will be considered as a contribution to the costs. When the event is cancelled less than 8 weeks before the opening, this contribution will be raised to 70%. In case the exhibition would have to close doors during the event, due to force majeure or an administrative order, participants will not be able to claim a refunding of their participation fee or any other form of indemnity.

§7. CANCELATION

Once selected, participants can only withdraw from the event after sending a written announcement that they intend to do so. If by exception the cancellation will be approved of without this document, an extra € 100 excl. VAT will be charged to the former participant, to cover the damage caused. If a participant withdraws from the event more than 8 weeks before the opening, 50% of the participation fee will also be withheld by the organizers, as a contribution to the costs. If a participant cancels his participation less than 8 weeks before the opening, this contribution will be respectively raised to 70%— and 100% of the participation fee, if the cancellation comes less than 4 weeks before the opening. Whatever the timing, the organizers will also have the right to go on the search for a replacement.

§8. SUBLEASING, NOT-REGISTERED PARTICIPANTS, TRANSFER TO THIRD PARTIES

Participants are not allowed to sublease or transfer their project or parts of it to third parties, in whatever way, or to engage not-registered participants, without the written approval from the organizers.

§9. JOINT LIABILITY

If several parties join forces in one project and proposal, and thus become one participant, they will have to choose an authorized representative, in whose name the registration can be made. Once selected, the organizers will only have to communicate and negotiate with this representative. All communications to this representative will automatically also be considered to be communications to all parties involved.

§10. PAYMENTS

Invoices should be paid 14 days after they have been sent, except when mentioned otherwise in this document.

§11. PROJECT SPONSORS

Participants will be allowed to have their own project sponsors. The names of these sponsors will have to be communicated to the organizers, and approved by them, one month before the opening of the exhibition, at the latest, if the participant wants to communicate this sponsorship, in whatever way. This also goes for the publicity material that will be distributed on the spot. This material cannot be spread at any location that is related to state of DESIGN | EXHIBITIONS without the written approval of the organizers, who do not assume any liability for the content of this material.

By way of a return for the sponsorship participation fee, the name of one sponsor of a participant's project can be mentioned in communication by the organizers on the project that is sponsored. But logo's and other publicity material will not be allowed in this communication. If two or more sponsors want to have their names mentioned in the communication, this will only be possible after an extra contribution of € 500 excl. VAT has been paid, for each additional sponsor.

§12. DISMANTLING

Participants will also not be allowed to dismantle or close their initiative and installation before the moment agreed upon with the organizers.

If a participant would do so, without a valid reason, and without giving notice to the organizers, he or she will be charged an indemnity of € 500,00 plus VAT, to be paid within the two weeks that follow the closing of the exhibition.

§13. LIABILITY AND INSURANCE

The organizers won't assume any liability for damage caused by the activities of its participants. It will only take responsibility for the damage caused during the initiatives that are clearly announced as its own during the event. Participants are therefore expected and urged to take an insurance that covers their own initiatives during state of DESIGN | EXHIBITION.

§14. CLAIMS

Claims from participants against the organizers will be considered forfeited, when they are not communicated in a written and signed document within two weeks after the closing of the event.

§15. DEVIATIONS

Agreements and arrangements regarding the exhibition that deviate from these General Terms and Conditions need a mutual written confirmation to have legal validity.

§16. PLACE OF PERFORMANCE AND JURISDICTION

The Place of Performance and Jurisdiction will under all circumstances (including claims in legal default actions) be the seat of state of DESIGN in Potsdam.