
**Expression of Interest/
Design
for
Everyone/2009**



Design for Everyone/2009

**IN 2008 WE HAD
EVENTS/ 47
ATTENDEES/ 45,602+**



Overview

The State of Design is Victoria's peak design festival. Funded by the State Government of Victoria, this annual event covers cross-disciplinary design agendas relating to the profession of design and the marketplace.

Design For Everyone (DFE) is the Festival's public and cultural program, which includes an inspirational schedule of exhibitions, installation and related events that aspire to provide a diversity and energy across metropolitan Melbourne and targeted regional centres.

2009 Theme

Design For Everyone explores and communicates the importance of design to our future collective culture. A strong conceptual ideology encourages submissions from creative partners to respond to the 2009 Festival theme '[Sampling the Future](#)'.

The theme takes a cross-disciplinary approach to tackling some of the key issues that face the design profession and the community at large. By 'sampling' responses from various design

communities — architecture, interior, landscape, product, fashion, communication, and contemporary craft among others — DFE aspires to build a holistic picture of how design can lead and contribute to our collective future.

While the thematic is open and inclusive, the following provocation might provide a fruitful starting point: Can designers make a difference to our community through practice, research and discourse by investigating local and global contemporary conditions, the nexus where tradition meets technology, interdisciplinary partnerships and relationships with industry?

How you can be involved

State of Design invites submissions for self-initiated exhibitions, events, workshops or alternative creative ideas that respond to DFE's 2009 theme and have a broad and accessible public engagement.

Design For Everyone seeks to collect a wide-ranging network of self-initiated creative ideas with curatorial support from the Festival team.

This opportunity presents a forum and creative freedom to express your collective position, business, brand or message under the prestigious umbrella of the State of Design Festival.

Curatorial Guidelines

Submissions must creatively respond to the theme, 'Sampling the Future'. Concepts should be creative and innovative for a design-engaged audience while accessible and inclusive for the general public.

All submissions need to be self-funded, curated and managed by the entrant with discretionary support from the Festival team. Submissions may consider self-initiated sponsorship (where appropriate) with commercial sponsors or partners subject to approval by the Festival team.

Why Participate?

- Communicate your position as a thought and practice leader within the design community
- Express and market your design concept under the Festival's DFE umbrella
- Participate in the Festival's proactive and intelligent marketing and branding campaign
- Your design concept listed in the full-colour and widely distributed Festival catalogue (approx 50,000 copies)
- Inclusion on the Festival's official website
- Branding and support for any self-initiated sponsors on approval by Festival team

Snapshot

The Design For Everyone public and cultural program provides a not-to-be-missed opportunity to align your practice or business with the renowned State of Design Festival - the only government supported program of its kind in Australia.

2008 statistics include:

- Total Events: 47
- Total Attendees: 45,602+

Participation Fees

- Tertiary Education Institutions: \$660
- Professional Bodies: \$550
- Design Practices: \$440
- Sole Practices: \$330
- Retail/Restaurants: \$330
- Publicly Funded Institutions: Nil

These fees cover Festival marketing, administration, printed catalogue and website space (inclusive of GST).

At the discretion of the Artistic Director and Curator, a limited number of successful non-commercial submissions may apply for a fee waiver.

Submission Requirements

Email an electronic document containing:

- Max. 150 word event content description
- Approx. 2-4 images to represent content and/or past experience
- Brief timeline to self-curate, project manage and self-fund your design message
- List potential sponsors/partnerships if appropriate

Submission deadline is [Monday 16 February 2009](#). Email submissions are preferred.

Please direct all inquiries and/or submissions to the Cultural & Public Program Curator and the Event Coordinator:

Fleur Watson
Cultural & Public Program Curator
M: 0412 914 834
E: fleur@stateofdesign.com.au

Laura Whelan
Event Coordinator
P: 03 9650 3963
E: laura@stateofdesign.com.au

The State of Design Festival is a Victorian Government initiative where all proceeds are re-invested into the advancement of design within Victoria.

NB: Successful applicants are required to sign an 'Agreement of Participation' outlining terms of acceptance and insurance policy details for all selected participants.