

DESIGN FOR 2017



Design For 2016



Design For 2015



Design For 2014



Design For 2013



Design For 2012

BROCHURE



Taking part in
Design For 2017

Design For 2017
is a project by



INDEX

2. How to participate

Design For, the book connecting designers and companies

How you can take part in Design For 2017

Application

Participation procedure

Packages and participation fees

Included services

Additional services

What's new in Design For 2017

FAQ

2. Contacts

DESIGN FOR

The book connecting designers and companies Goals and potential

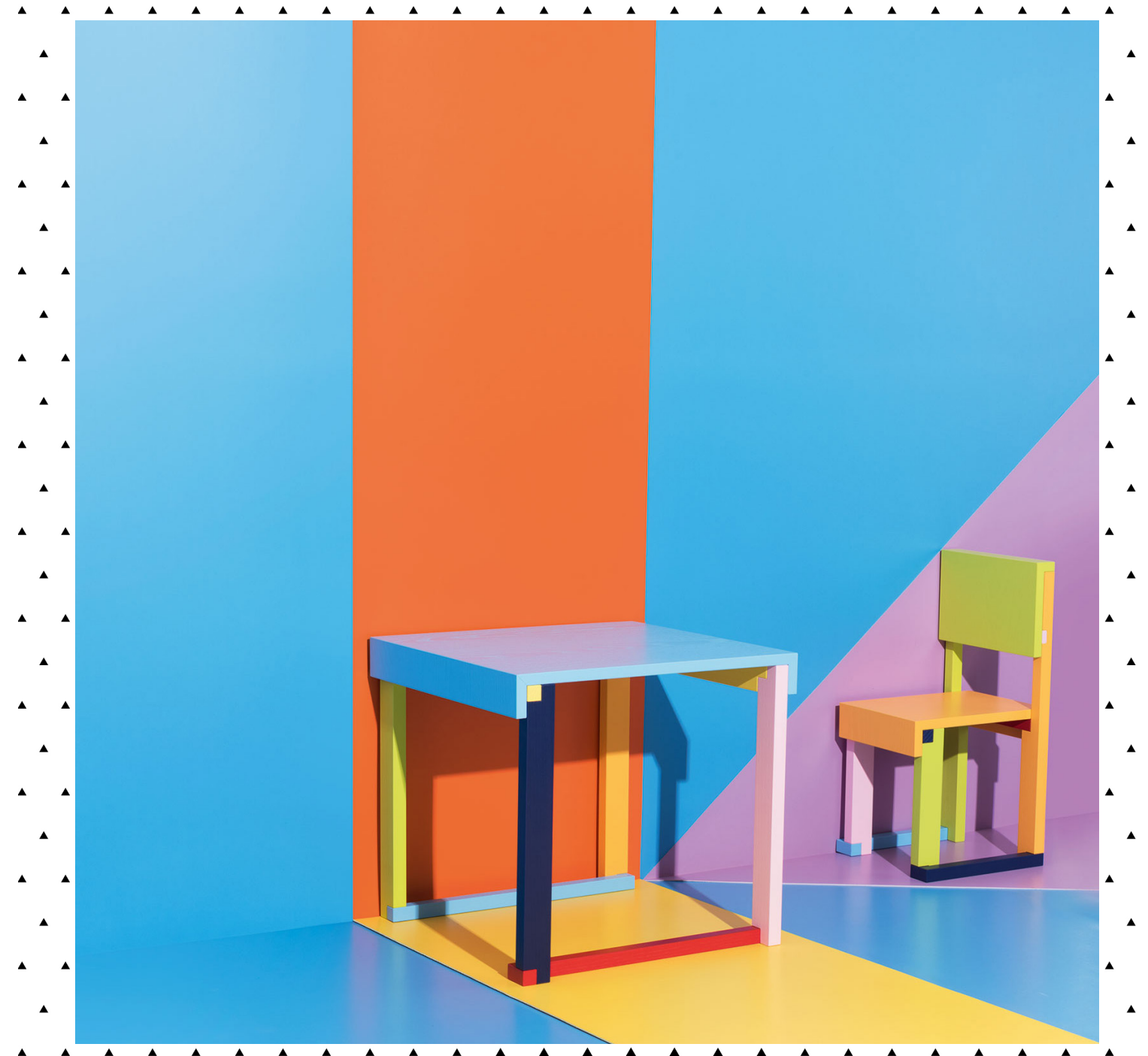
The publishing initiative Design For was conceived in 2011 and now is at the sixth edition. The book has a specific intent: being a connecting tool between designers and potential producers by closing the gap between designers and companies.

Through this annual publication we try to facilitate the relationship between creativity and the world of design industry.

The book publishes a selection of projects designed by nearly **150 designers** coming from all over the world and then it is distributed to more than **5,350 companies** operating in the design sector. The volume distribution to companies enables the presentation of all the participants and their projects to a very high number of potential producers and professionals.

On the other hand, the presence in Italian and international bookstores, allowed Design For to be a useful tool for design and architecture lovers in search of inspiration, ideas and contacts with professionals.

The ambition of Promotedesign.it project, the strength of designers' ideas and the ongoing attention to innovation in the industry have improved and enriched the different editions, reaching a total of **613 valued designers, 1226 published ideas** and more than **11,400 companies involved**.



HOW YOU CAN TAKE PART IN DESIGN FOR 2017

Design For is an annual publication curated by Promotedesign.it. The selection will be officially opened during the month of June 2016. The book offers to nearly 150 designers the chance to publish some projects.

- The pages of each participant include:
- **images** of each selected project.
 - **descriptions** of the projects
 - **biography, profile photo and designer's contacts**

The book is published in both English and Italian and all the textual contents are bilingual.

Moreover the projects are presented through photos, still life photos/renderings, images of the details.



Name of the designer

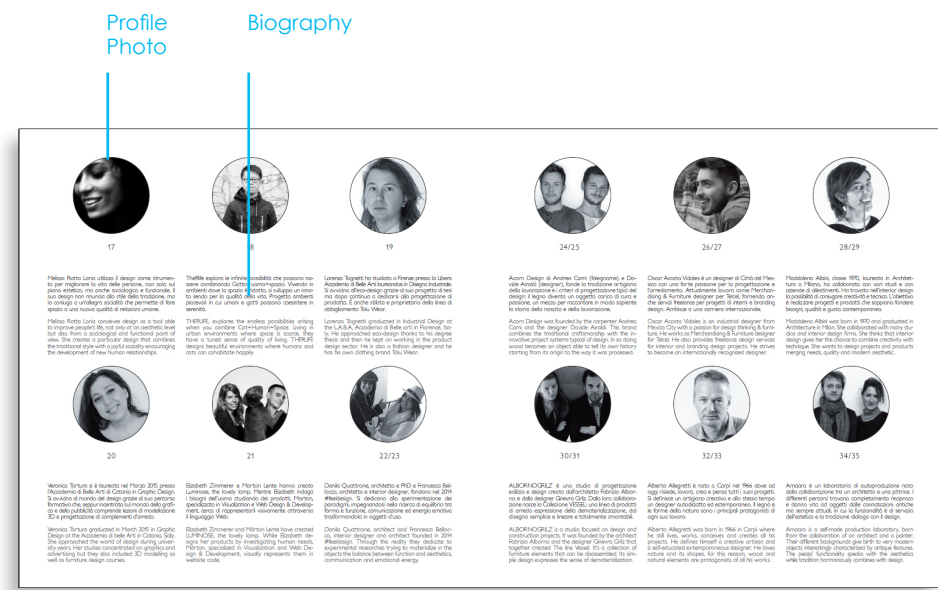
Contacts

Name of the projects

Description

Photo of the projects

Photo of the details



Profile Photo

Biography

PARTICIPATION PROCEDURE

In case of positive results of the selection process here below we list the procedure to be followed in order to participate in Design For 2017.

1. **The team of Design For will contact you** by email or by phone in order to highlight the projects that meet the selection requirements.
2. **After the selection has been done**, it is necessary **to confirm** the participation at Design For 2017, **by sending the signed contract** to designfor@promotedesign.it.
3. **It is necessary to process the payment of the participation fee** in order to complete the registration. All the bank information are written in the contract.
4. **Within 30 days since the signature of the contract it is necessary to send by email all the forms and the images for the publication:**
 - . DESIGNER FORM: biography of the designer
 - . PRODUCT FORM: description of the projects
 - . IMAGES OF THE SELECTED PROJECTS respecting the requirements contained in the announcement. When sending the images for the publication designers should express preferences on 2 images. This opinion will be considered during the preparation of the layout of the book.
 - . PHOTO PROFILE: a picture of the designer.

PACKAGES AND PARTICIPATION FEES

The participation fees depend on the kind of package designers choose and on the number of projects designers would like to publish.

The participation fees include all the services listed under **INCLUDED SERVICES**

- Package A >>>> 430.00 Euro VAT included**, publication of n°2 product fiches
- Package B >>>> 600.00 Euro VAT included**, publication of n°3 product fiches
- Package C >>>> 720.00 Euro VAT included**, publication of n°4 product fiches

INCLUDED SERVICES

The purchase of a Package and the payment of the fee ensure the participation in the entire project "Design For 2017" which includes:

1. **Posting some pictures**, depicting two (or more) concepts in the book Design For 2017 accompanied by a brief text description
2. **Distribution of the volume** through national and European bookshops, e-commerce
3. **Distribution of the book** to 350 Italian companies operating in the design sector, to 5,000 foreign companies and 2,000 journalists
4. **Participation in the selection** for Design For Awards
5. **Official presentation of the book during the Milan Design Week 2017**
6. **n°1 complimentary copy of the book**
7. **40% discount off the cover price for any additional copy**
8. **Press office** who will be responsible for the promotion of the entire project for a period of 12 months
9. By taking part in the publication Design For you will receive **a voucher of 430,00 euros** valid till May 2017. This voucher can be used in case you decide to enjoy the Webdesign Service provided by the communication agency Limeberry, www.limeberryagency.com

ADDITIONAL SERVICES

This year Design For gives all the participants the chance to enjoy special prices on some communication services provided by the portal Promotedesign.it.

Here below you can find the information on these additional services that are provided upon request:

- **Interview Service:** posting of n°1 article or interview on Promotedesign.it with an in-depth description of the Designer/Design Studio. The article/interview will be posted in both Italian and English together with 10 photos of the products and the designer profile. The Interview Service is provided within a month.

>>>>Cost 150.00 euros Vat included

- **Press Office Service:** posting of n°1 article or interview on Promotedesign.it with an in-depth description of the Designer/Design Studio. Moreover our Press Office will write a Press Release focused on the Designer/Design Studio. The Press Release will be sent to all our database of journalists (2,000 press contacts). Both the article/interview and the Press Release will be edited in both Italian and English. The texts include 10 photos of the products and the designer's profile.

>>>>Cost 300.00 euros Vat included

WHAT'S NEW IN THE SIXTH EDITION OF DESIGN FOR

This year Design For has some great news that increase the visibility of the volume and all the participants. After the success of the previous editions Design For renews its presence abroad enabling foreign designers to publish their concepts and involving an increasing number of international companies.

In addition to this there are Design For Awards, that encourage creativity and professional growth of designers.

. **3 PARTICIPANTS** will be invited to exhibit their projects at Din 2017 – Design In, event organized by Promotedesign.it at the Fuorisalone during the Milan Design Week. The announcement of the winners will be on March 1st 2017.

. **20 PARTICIPANTS** will be invited to take part in the Advanced Postgraduate Training Courses, organized by the Poli.Design, consortium of the Politecnico di Milano.

. till November 30th 2016 the participants have **the chance to enjoy a discount on the fees related to the exhibiting areas at Din 2017.**

. all participants will be entitled to receive a complimentary copy of the book and **40% discount on any additional copy purchased.**



FAQ

Can I publish projects made by collaboration?

Yes, all the projects made by collaboration with other designers will be published by specifying designer's details.

Can I submit a selection of projects submitted for other contests?

Yes, the important thing is that these projects are free from contracts that limit the publication and/or production.

Once published, will the projects remain my property?

Yes projects remain in any case property of the designer. In case of being contacted by a company you do not have to give any royalties to Promotedesign.it. The negotiations for the production of the concept remain private between companies and designers.

Can I also publish photos of the concept or just rendering?

It is possible to publish both photos of prototypes and rendering. The important thing is that they are images of excellent quality.

How much will the book cost?

The cover price will be around € 40.00.

Even in 2017 there will be the official presentation of the book?

Yes, the book will be officially presented at the Fuorisalone during the Milan Design Week at Din 2017.

How many projects can I submit for the selection?

You can submit any selection of projects. The editorial staff will choose two items for publication.

For the selection do I have to send images with particular characteristics?

It is not important images quality for selection. You can send pdf, jpg, scans, etc. Only for the publication it will be required to produce rendering or high resolution photos according to brochure requirements.

Is there a cost for the selection?

No. The fee has to be paid ONLY in the case of participation and after the signing of the contract.

The selection is free.

Will all the projects submitted for selection be published? No. Not all the projects submitted for selection will be not in any way disclosed.



CONTACTS

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DOWNLOAD

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