



DESIGN ISLAND



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OUTLINE

Design:Made:Trade is on this July and through the Design Island initiative, driven by the Tasmanian Design Alliance, presents a wonderful opportunity for exposure and income generation for Tasmania's designer makers.

This initiative is set to showcase the most significant collection of Tasmanian designed and made products available. With a focus on production and repeatable objects being the key to ensure an ongoing ROI.

This is a significant opportunity for Tasmanian design organisations, groups and individuals to take part in a large - commercially focused event.

BACKGROUND

Design:Made:Trade is a diverse and inspiring trade exhibition space. Including some of Australia's leading furniture, fashion, textile, graphic and industrial design brand.

Audience exposure 2011: 3898 trade visits, 5038 public visits

Design:Made:Trade is to be held at the Royal Exhibition Building in Melbourne, 19-22 July, 2012.

DON'T MISS YOUR OPPORTUNITY TO BE A PART OF SOMETHING BIG - REALLY BIG!



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THE STAND

The Design Island stand will be staged over 50m² of floor space, with integrated display facilities to accommodate the diverse product offerings of Tasmanian designers.

The staging and costs of the stand are shared by all attendees. With the large Design Island showcase your products will stand out from the crowd.

Each participating organization or individual is represented under the Design Island banner. Participants will also be able to retain their own individual identity.



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THE KEY PARTNERS

Design Centre – Tasmania

- Direct sale of Tasmanian retail products
- Increased awareness of Tasmanian design excellence

Designed Objects Tasmania

- Direct sale of retail ready product
- Create demand through industry connections
- Provide valuable feedback through public forum

Fine Timber Tasmania

- Increased awareness of the Chain of Custody
- Create demand for certified timber products

Furniture Design Association

- Create demand through industry connections
- Provide valuable feedback through public forum
- Increase profile and awareness of FDA

UTAS Furniture Design, School of Architecture and Design

- Direct sale of retail ready product
- Create demand through professional connections
- Customer feedback in shaping future product
- Increase profile and awareness of the UTAS brand

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OPPORTUNITY



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THE POWER OF PROMOTION

The Tasmanian Design Alliance will orchestrate the media and promotion in relation to all aspects of the Design Island showcase. Including but not limited to;

- Product photography
- Catalogue design
- Catalogue printing and production
- Website production
- National press media release
- National retail network mailouts
- Facilitate event media and press events

Participating organisations and individuals are welcome to expand on our efforts.

WE'LL ALSO PROVIDE

- Product transportation
- Display set-up
- Event coordination and administration

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THE CASH

The total cost of this exercise is approximately \$30,000.00, which includes venue hire, product transport, staging, marketing collateral (print and web) and event coordination.

Corporate and government support will be sought to cover some of these costs with the remainder to be shared across all participants.

The current estimated cost per individual is \$2,100 (5m² space) and the estimated cost per organization is \$4,200 (10m² space). These estimates are based on four organisations and two individuals taking the allocated space.

Final costs will be issued on receipt of the EOI's and may be reduced with greater levels of participation. Costs may also be adjusted based on space requirements of each participant.

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THE PAPERWORK

This will be the biggest promotional event for Tasmanian designers in 2012.

To be a part of it you must complete the expression of interest form and send it back no later than Friday 10 February 2012.

WHAT HAPPENS THEN?

A detailed schedule of fees, participants and deadlines will follow. All expressions of interest will be presented to a selection panel and successful applicants will be notified by 10 March 2012.

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EXPRESSION OF INTEREST FORM

Please complete this form to indicate your interest in the 2012 Design Island stand as part of Design:Made:Trade to be staged from 19-22 July 2012.

Name of Applicant:

Name of Organisation:

Tick if you are a...
Member of DOT FDA or a recent UTAS graduate

Contact Number:

Email: Website:

Postal Address:
.....

Product (you can submit up to 6 products, provide additional details on a separate page)
Dimensions (HxWxD in mm):

Is the item currently in production or is it a new product

Does the product require special display needs? Yes No
If yes, what does it need? (ie wall space, hanging etc)

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What would be your required overall floor space?

1m² 1-2m² 2-5m² 5-10m²

Please Include one image or design drawing of each item submitted for inclusion in the Design Island showcase.

Signature:

Print Name:

Date:

FORMS MUST BE RETURNED NO LATER THAN FRIDAY 10 FEBRUARY 2012.

DON'T DELAY. LIMITED TIME & SPACE!

Email to: rye@designcentre.com.au

Fax to: (03) 6331 5662

Post to: Design Centre - Tasmania
PO Box 1845
Launceston, TAS 7250

QUESTIONS?

Contact Rye Dunsmuir on the details above or phone 03 6331 5506 for any questions relating to the Design Island showcase.