

The Project



in
@saturdayindesign

MELBOURNE

design in
motion

saturday
in **design**

MELBOURNE | 20 JUNE 2020

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About The Project

What is The Project?

The Project is one of the most highly anticipated features of Saturday Indesign. It is an opportunity for architects, designers and other creatives in the community to work with exhibiting companies and their products to create installations, visual displays and interactive experiences within showroom spaces. Each year, the teams respond to a brief provided by Saturday Indesign to produce an experiential feature that reflects the values, talents and stories of all parties involved.

Why take part?

Collaborating for The Project has the capacity to foster relationships between designers and suppliers as they work together to showcase their talents and forge lasting professional partnerships. The Project also provides the perfect forum for Exhibitors, creative studios, teams or individuals to:

- Develop meaningful, lasting connections within the industry
- Promote your company, with editorial coverage on various media channels from print to online
- Support team building with creative skills in a capacity outside the realm of day-to-day work
- Engage with colleagues in a team-building exercise
- Present your company's creative philosophy to the industry, as well as potential clients

How do I, as an Exhibitor find a partner for The Project?

Creative partners can be an individual designer or a design team from the architectural and design community or beyond, including architects, interior designers, industrial designers, fashion, lighting, graphic design professionals or artists.

Indesign has already started collating a list of companies interested in being involved in The Project this year. We are able to match you up with those who have expressed interest, or alternatively, we invite you to approach and select your own partners for The Project.

How do I, as a Creative find a partner for The Project?

Similarly, we encourage our creatives to select an industry supplier who is taking part in Saturday Indesign and approach them to be your partner in The Project. This could be a supplier you have an existing relationship with or one you are interested in working with.

Indesign will also assist where possible in helping you secure a partner to suit your needs, so please contact us to indicate your interest.



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Keyword & Brief

Indesign Media turns 20 in 2020! Over our 20 years, we have seen the design industry evolve and change, moving in ways that continue to excite and fascinate us. To celebrate our anniversary, the theme for Saturday Indesign looks back to the past and into the future, an exploration of everything that was, is and will be.

The 2020 keyword and theme is “Back to the Future”

Each year, the keyword and theme forms the brief for the project and dictates the general concept behind each activation or installation. We invite you to interpret the brief in any literal or conceptual form. We encourage you to create a personable and memorable experience for visitors through sensory engagement and an element of interaction.

As we travel Back to the Future, we encourage you to take a deep dive into the past, future or both. Set up a space that transports visitors to decades past: create ancient landscapes, pay homage to golden eras or engage your audience with archived furniture collections. For those drawn to all things futuristic, think space age installations and gadget creations, where visitors can workshop concept designs for the furniture of tomorrow.

Budget

Saturday Indesign Exhibitor to provide necessary products for installation. We advise a maximum budget of \$2,000 for material costs, build and logistics.

Creative/designer to provide expertise and design time free of charge to achieve a mutually rewarding outcome.

Making it work

We urge you to see The Project as an opportunity to push your creative limits. The end result should adequately reflect the values of the parties involved whilst demonstrating a collaborative approach to creativity.

To ensure your project partners installation or concept adequately represents your brand, we suggest you put together a more detailed brief outlining both parties objectives and aims in working together. You can then in turn incorporate overall concepts or additional themes you wish to showcase on the day.



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Consider addressing the following in your brief:

- What space do you have to work with? Where is this located in the showroom, will you need to take into consideration entry points, access, existing joinery etc.
- What do you need to highlight in The Project installation? Do you want to focus on a specific product, material, circulation in the showroom?
- List the materials that both teams would like to use and the quantity you are both able to supply them in.
- Ensure that you both have an equal understanding from the outset about how the budget will be allocated and spent.
- Set a detailed list of responsibilities so that you are both clear on who looks after which elements. Consider who orders materials and looks after logistics, set up and pack down times etc.
- Include both design and production deadlines

Marketing and Promotion

This year, we will be placing an extra emphasis on The Project and highlighting the unique and exciting content it brings to Saturday Indesign. All Exhibitors and partners participating in The Project will benefit from the additional marketing and promotional campaign, including the following:

- Feature in the Saturday Indesign broadsheet
- Profiles of collaborations on the Saturday Indesign website
- Editorial pieces within the Saturday Indesign e-newsletter
- Indesignlive.com website coverage pre and post-event
- Social media coverage on Saturday Indesign Instagram and Facebook

To help us communicate your involvement in the Project, please keep us in the loop of your confirmed partnerships and send us any concept sketches, images and ideas for promotion online and in print leading up to the event.



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The Project People's Choice Award

This year the winners (both Exhibitor and Partner) of the highly sought after Project People's Choice Award will receive the following media package:

PRINT

1 x Indesign magazine #82 Editorial Feature on The Project People's Choice Award Winner (valued at \$3,000)

DIGITAL

1 x Med Rec on Indesiglive.com
(valued at \$1,500 each and based on one per team involved)

1 x News Article on Indesiglive.com
(valued at \$500 each and based on one per team involved)

TOTAL PRIZE VALUE: \$5,000+

Conditions for involvement

By agreeing to take part in The Project collaboration both the exhibitor and design team agree to the below conditions:

- Both the exhibitor and the designer meet Sydney Indesign's deadlines and submissions to ensure project exposure and listings.
- There are no fees for participating in The Project.
- Designers are only permitted to take part in one project collaboration.
- The works/ideas submitted by the designers must be new and original, and specially conceived for the participation of The Project collaboration. The works must not infringe on the rights of a third party.
- Exhibits must be nonpolitical and not be offensive to public decency on either a local or international basis.
- All structures and materials, including signs, shall conform to the requirements of the Exhibitor and comply with all occupational health and safety laws.

Key Dates & Deadlines

April 10: Confirmed Project partnerships to be lodged with Indesign

May 8: Initial Project concepts to be submitted to Indesign for approval

May 15: Final project concepts and sketches/images to be submitted to Indesign for inclusion across event collateral

Contact

Dana Ciaccia
dana@indesign.com.au
(+61) 401 334 133



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