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Romanian Design Week Participation Rules

These Rules are established by THE INSTITUTE.

For any questions please contact us at hello@romaniandesignweek.com.

❖ ABOUT Romanian Design Week (RDW)

Romanian Design Week is created and organized by The Institute, brand of Millenium Image & Communication Group (the Organizer), reaching this year its fourth edition, after a preview in 2013 and three successful editions in 2014, 2015 and 2016. The 2017 edition of Romanian Design Week will take place in **May 19-28**. Romanian Design Week is an event dedicated to Romanian design that addresses a broad public of professionals, amateurs and enthusiasts. Romanian Design Week will have a main exhibition, gathering the best of last year's in fashion, architecture, product design, graphic design and multidisciplinary design (with a selection made by a creative board) and a ten days itinerary which will involve cultural venues, galleries, design studios, hotels and restaurants, which embody the city's creative dynamic, setting a vibrant itinerary of exhibitions, pop-up shops, creative conferences, parties and other events.

❖ CALL FOR PROJECTS FOR CONNECTED EVENTS

Romanian Design Week launches a Call for Projects for connected events between **February 24 and March 15, 2017**, for all organizations that want to join the map of Romanian Design Week or create and develop an event under the Romanian Design Week umbrella.

Who can participate?

Individuals or organizations (companies or NGOs), designers, design galleries, art galleries, architecture studios, design, branding & advertising agencies, public institutions, design magazines & other publishers, all kind of entities that can organize design related events (e.g. thematic exhibitions, design presentations, design themed gatherings), relevant for the 2017 RDW edition.



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In order to take part in the Romanian Design Week, on the design map with all connected events, all interested entities must fill in an entry form which can be found on our [website](#). The participants can organize one or more events, all during Romanian Design Week (May 20 – 28) – if the case, please repeat the Call for Projects steps for each proposal (fill in a different entry form for every event). The events must promote Romanian design, in all of its forms and manifestations, being relevant for the RDW 2017 edition.

All proposals must be sent until **March 15, 2017**.

The participants do not need to pay an entry fee for the Call for Projects step, but all selected organizers will have to pay the participation fee according to their package selection, in order to be part of the Romanian Design Week map and itinerary.

The Selection

After the Call for Projects period ends, the organizers will select the relevant events for this edition that best fit Romanian Design Week. Sending an event proposal during the Call for Projects period doesn't guarantee the presence on the Romanian Design Week map. All potential participants will receive an answer until **March 20, 2017**.

The organizers may refuse events which are not relevant for Romanian Design Week or which offend national or religious sentiments or public taste.

After the admission, all the selected Participants need to:

- ❖ Pay the participation fee, no later than **March 31, 2017 - 11:59 p.m.** The RDW organizers will send all the payment details.
- ❖ Organize an event promoting Romanian design during the Romanian Design Week, between 20th and 28th of May 2017 (if the case, the central event of the participants can't be scheduled for May 19th, hence the day is reserved exclusively for the Official Opening of the Romanian Design Week Main Exhibition).



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- ❖ Take full responsibility for the planning, organizing, promoting and presenting the event to the public. Each participant accepts full responsibility for the quality of their event and discharges the organizers from any responsibility in respect of third parties. **An agreement will be signed by both parties with all responsibilities and tasks.**
- ❖ Include the Romanian Design Week logo in all materials promoting the event and to mention that the event is part of the Romanian Design Week. The RDW organizers will send to the participant the RDW logo and other required files.
- ❖ Allow Romanian Design Week branding at the event (banners, roll-ups, presentations etc.). If possible, allow sponsors branding and activations – only if this doesn't cause a conflict of interests with the partners and clients of the participant.
- ❖ In case of other sponsors/partners for a particular event, the participant must inform the RDW organizers and wait for their approval, in order to eliminate any possible conflicts of interests.
- ❖ Make sure that until **March 31, 2017** the organizers have all the following **updated and final information**, used to promote the event and to include it in the RDW map, brochure and other materials:
 - the company logo, in vector format (.ai, .eps)
 - a short description of the organizer of the event (a minimum of 300 characters with spaces and maximum 1000 characters with spaces, in both English and Romanian with diacritics - speaking in the third person for both versions). Please include a link to your website and some social media pages (Facebook, Twitter, Pinterest, Tumblr, Instagram, You Tube Channel)
 - the name of the event (in both English and Romanian with diacritics - speaking in the third person for both versions)
 - a short description of the event (a minimum of 300 characters with spaces and maximum 1000 characters with spaces, in both English and Romanian with diacritics - speaking in the third person for both versions)



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- a short description for the brochure (a short phrase about the event to be used for the brochure, maximum 300 characters with spaces, in both English and Romanian with diacritics - speaking in the third person for both versions)
 - full address of the location of the event (include also a google maps link with the exact location)
 - event's period & full program: anytime between May 20 and May 28. (Exception: The evening of May 19 is reserved exclusively for the Official Opening of the Romanian Design Week Main Exhibition, the evening of May 25 is reserved exclusively for Architecture's Night @RDW and the evening of May 27 is reserved exclusively for the Official closing party of Romanian Design Week 2017 - please do not set up then an opening party or other central event).
 - a main poster of the event, with the Romanian Design Week logo included, the name of the event, full program & place of the event. Technical requirements: .jpg / .png, RGB, at least 150 dpi & .tif, CMYK, at least 300 dpi, A3 format. (this is an extra requirement that will help communicating the event; nice to have, but not mandatory)
 - at least 5 relevant photos that can be used to promote the event (on Facebook, on the website, in the press and so on). Technical requirements: .jpg / .png, RGB, at least 150 dpi & .tif, CMYK, at least 300 dpi. Please rename all sent files with relevant names, in order to gather accurate information about you and your works!
 - other relevant materials (posters, banners etc.), promoting the event, with the Romanian Design Week logo on them.
- ❖ Send to the Organizers photos, images and other materials resulted from the Connected Event organized under the RDW umbrella, during or after the RDW period, for a follow-up communication process and for future editions.

Following the signing of the agreement with the Participant and in consideration of timely payment of the participation fee, THE INSTITUTE:

- ❖ Will include all participants on a map guiding visitors and tourists through the city and a special brochure (the brochure will contain information about the artists and the works presented in the



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Romanian Design Week 2017 Main Exhibition & also the full itinerary with all the connected events, with details about the organizers and their events). The map & brochure will be distributed during the ten days of RDW 2017, among the visitors and participants.

- ❖ Will promote all events, part of the Romanian Design Week (mass-media, social media pages, websites, event media partners, special features) and will establish relevant partnerships with publishers, media, sponsors, public institutions, cultural institutes & other organizations that can help Romanian Design Week to be known to the relevant public and to attract as many people as possible to each event organized by The Institute and all other participants.

Packages

Depending on the package option, the Participant will receive the benefits listed below:

SMALL package

(500 euro without taxes)

Each participant that chooses the small package will be promoted during the entire RDW event through:

- RDW map & brochure
- The Institute website (an article about the event)
- RDW mobile app
- RDW FB & Instagram (one post each)
- A professional RDW photographer

LARGE package

(1000 euro without taxes)

Each participant that chooses the large package will be promoted during the entire RDW event through:

- all the small package advantages
- +
- A highlight in the newsletter
- Events share on RDW2017 official event page



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- An editorial on The Institute website (an interview/ a product presentation/ a presentation of your business)
- A full page ad insert in the RDW 2017 brochure

Penalties

The Institute, organizer of Romanian Design Week, can eliminate a connected event from all promoting materials and from the RDW map if the requested information and materials are not sent in the specified deadlines and if this affects the schedule and timing of the main event. All materials must be sent no later than **March 31, 2017 - 23:59**.

The participants should notify and justify in due time any delays.

The participation fee is not refundable if the participant is eliminated from the RDW 2017 itinerary (due to delays) or decides not to take part in the event.

Copyright

The Institute and its partners are entitled to reproduce, record, publish, distribute and broadcast the images and multimedia content created for and resulted after the event (including and specifying the author's name), in order to promote the current Romanian Design Week edition and next editions. The organizers can use all images and multimedia content from the 2017 Romanian Design Week edition (from the Main Exhibition and from Connected Events) in a travelling exhibition presenting the RDW designers and artists.

If needed, the Organizers can ask the connected events representatives to send some or all works presented during RDW, in order to promote the RDW exhibitors and their works in various events, from Romania and abroad. A further discussion will be made if the case, to establish all terms and to reach a common ground.

The Participants are solely responsible for compliance with any and all copyright regulations and legal provisions in this respect, in relation with all content, works, materials, objects, pictures, images, music or



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any other works subject to copyright sent to the Institute, exhibited/presented to the public during or in relation with the event part of RDW and shall keep the Organizer free of any claims from third parties in relations with any copyright infringement.