



DESIGN GO 2021 ROMANIAN DESIGN WEEK Participation Rules

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1. ABOUT Romanian Design Week (RDW)

Romanian Design Week is created and organized by The Institute, known as The Institute Foundation (the Organizer), reaching this year its 9th edition, the 2021 edition of Romanian Design Week will take place in **JUNE, 3-14** in Bucharest. Romanian Design Week is an event dedicated to Romanian design that addresses a broad public of professionals, amateurs and enthusiasts.

Romanian Design Week's theme of 2021 is TOGETHER. The festival programme includes a series of exhibitions and activities taking place at the main location – Combinatul Fondului Plastic and in many hotspots around the city. The ten days itinerary will involve cultural venues, galleries, design studios, hotels and restaurants, which will embody the city's creative dynamic, setting a vibrant itinerary of exhibitions, pop-up shops, creative conferences, parties and other events.

2. DESIGN GO: SATELLITE EVENTS

Romanian Design Week launches a Call for Projects for connected events between **March 15th and April 15th, 2021**, for all organizations that want to join the map of Romanian Design Week and create and develop an event under the Romanian Design Week project.

2.1 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 2021 RDW edition.

The participants **do not need to pay** an entry fee in order to be part of the Romanian Design Week itinerary.



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In order to take part in the Romanian Design Week, on the design map with all the 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 (June 5 – 13) – if the case, please repeat the Call for Projects steps for each proposal (fill in the form). The events must promote Romanian design or align to this year's theme, TOGETHER, in all of its forms and manifestations, being relevant for the RDW 2021 edition.

All proposals must be sent until **April 15th, 2021**.

2.2 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 **April 25th, 2021**.

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

2.3 After the admission, all the selected Participants need to:

- Organize an event promoting Romanian design during Romanian Design Week, between 5th and 13th of June 2021 (your event can't be scheduled for June 4th as this day is reserved exclusively for the Official Opening of Romanian Design Week).



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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.
- Include the Romanian Design Week logo in all materials promoting the event and mention that the event is part of Romanian Design Week. The RDW organizers will send to the participant the RDW logo & other required files and they will make recommendations for an accurate communication regarding the association with the RDW programme.
- Allow Romanian Design Week branding at the event (key visual, banners, roll-ups, presentations etc.). Allow sponsors branding and activations – In case the participant has other sponsors/partners for the event, the participant must inform the RDW organizers and wait for their approval, in order to eliminate any possible conflicts of interests.
- Complete the dedicated entry form until **April 15th, 2021** with all information (Romanian & English), as requested in the form, all used to promote the event and to include it in the RDW materials.
- 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.

2.4 Communication Benefits

Following the signing of the agreement with the Participant, the organizer:

- 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



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public and to attract as many people as possible to each event organized by The Institute and all other participants.

Following the signing of the agreement with the Participant, the participant:

- Will communicate their event following the RDW guidelines sent by email once selected to be part of the RDW Design Go official programme.

Package:

Each participant will be promoted during the entire RDW event through:

- ROMANIAN DESIGN WEEK OFFICIAL PRINTED MATERIAL
- ROMANIAN DESIGN WEEK WEBSITE (AN ARTICLE ABOUT THE EVENT)
- THE INSTITUTE WEBSITE (AN INSERT ABOUT THE EVENT)
- RDW FACEBOOK PAGE & INSTAGRAM PAGE MENTIONS
- RDW DESIGN GO FACEBOOK EVENT (DEDICATED POST)
- RDW DESIGN GO INSTAGRAM PAGE (DEDICATED POST & INSTASTORIES)
- RDW NEWS IN THE LOCAL PRESS (MENTIONS)
- RDW NEWSLETTER (ONE INSERT)
- THE INSTITUTE NEWSLETTER (ONE INSERT)

3. DESIGN GO: RECOMMENDED SPOTS

RDW Recommended Spots is a new RDW programme feature as of 2021. Part of the DESIGN GO format, this is an initiative to highlight design related organisations and venues in Bucharest during the festival in a unique list of recommended places for the RDW public to enjoy.



Organisations interested in being featured as a Recommended Spot on the RDW official map and being part of the RDW communication during the festival can fill in the entry form on the [website](#).

3.1 Who can participate?

Coffe shops, restaurant, bars, design galleries, art galleries, museums, shops and similar organisations involved in the creative industries scenery and relevant for the 2021 RDW edition.

3.2 Communication benefits

Package:

Each participant will be promoted during the RDW event through:

- ROMANIAN DESIGN WEEK WEBSITE (PINNED ON THE RDW MAP)
- ROMANIAN DESIGN WEEK WEBSITE (MENTION IN SPECIAL MATERIALS)
- THE INSTITUTE WEBSITE (MENTION IN SPECIAL MATERIALS)
- RDW PAGE FACEBOOK & INSTAGRAM MENTIONS
- RDW DESIGN GO FACEBOOK EVENT (MENTION IN POST)
- RDW DESIGN GO INSTAGRAM PAGE (MENTION IN POST)

4. Penalties

The Institute, organizer of Romanian Design Week, can eliminate a connected event from all the RDW materials 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 **April 15th 2021 - 23:59.**

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



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5. 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 2021 Romanian Design Week edition (from the Main Exhibition and from Connected Events) in a travelling exhibition presenting the RDW designers and artists.

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 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.

6. Covid-19 Safety Measures

Each participant is responsible for respecting all COVID-19 safety measures as indicated by the authorities. You will keep yourself informed and maintain a healthy environment for the public. You need to encourage physical (social) distancing, hand hygiene and respiratory etiquette, provide adequate supplies and show signs and messages for the public.

**These Rules are established by THE INSTITUTE.
For any questions please contact us at hello@romaniandesignweek.com.**