



CARTIERUL CREATIV & ROMANIAN DESIGN WEEK Participation Rules

These Rules are established by THE INSTITUTE.

For any questions please contact us at hello@cartierulcreativ.ro

- **ABOUT Cartierul Creativ**

Bucharest's first Creative Quarter starts from highlighting an area as one of the most creative, well connected and effervescent ones. It is located within the historical area of Cișmigiu Garden and has as highlights Dacia Boulevard, Grivita Boulevard, Berzei Street, Matache Square, Queen Elisabeth Boulevard, Calea Victoriei and Amzei Market.

- **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 seventh edition. The 2019 edition of Romanian Design Week will take place in Bucharest during 17 -26th May. 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 will embody the city's creative dynamic, setting a vibrant itinerary of exhibitions, pop-up shops, creative conferences, parties and other design related events.



The Creative Quarter, through its program and structure, contributes to building a strong infrastructure for the development of creative entrepreneurship, increasing and diversifying the audience of the workshops, designers, small businesses, agencies and manufactures, promoting creative entrepreneurs and professionals.

• Call for Events

Romanian Design Week launches a Call for Projects for connected events between **February 4th and March 8th, 2019**, for all organizations that want to join the map of Romanian Design Week **and organise an event within the borders of the Creative Quarter.**

• 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 and content creators that can organize design related events (e.g. thematic exhibitions, design presentations, design themed gatherings), **which are taking place in the Creative Quarter** relevant for the 2019 RDW edition.

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, **between 18th and 26th of May**. If the case, please repeat the Call for Projects steps for each proposal (fill in the form). The events must promote Romanian design, in all of its forms and manifestations, being relevant for the RDW 2019 edition.

All proposals must be sent until **March 8th, 2019**.

The participants **do not need to pay** an entry fee in order to be part of Cartierul Creativ & Romanian Design Week 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 11th, 2019**.

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 selected Participants need to:**
 - ❖ Organize an event promoting Romanian design during Romanian Design Week, during the days of the event (18th – 26th of May).
 - ❖ 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 & Creative Quarter logo, as required by the organizer, in all communication promoting the event and mention that the event is part of the Romanian Design Week. The RDW organizers will send to the participant the RDW logo and other necessary files.
 - ❖ Allow Romanian Design Week & Creative Quarter 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.



- **Following the signing of the agreement with the Participant, THE INSTITUTE:**

- ❖ Will include all participants on the RDW printed material - distributed during the ten days of RDW 2019, 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.
- ❖ Participants can use the “Romanian Design Week 2019 Collateral Event” title in order to promote themselves and their studios.

Package:

Each participant will be promoted during the entire Creative Quarter Design Festival event through:

- CCDF printed material
- The Institute website (an article about the event)
- RDW mobile app
- Cartierul Creativ FB & Instagram (one post each)

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 **March 8th, 2019 - 23:59**.

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



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 2019 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.