

DESIGN GO! 2024
ROMANIAN DESIGN WEEK
Participation Rules for Satellite Events

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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 12th edition. The anniversary edition of Romanian Design Week will take place between **24th of May - 2nd of June**, 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 2024 is **UNLOCK THE CITY**, in an attempt to generate opportunities for dialogue and creative cross-contamination and encourage interdisciplinary and collaborative projects.

The festival programme includes a series of exhibitions and activities taking place at the main location 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. to the fore the importance and contribution that the creative industries have in designing a future that respects the criteria of sustainability, inclusion and keeping pace with the evolution of technology.

2. RDW DESIGN GO!

Romanian Design Week launches a Call for Projects for satellite events between **26th February and March 25th, 2024**, 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.

The organizer can deny participation for those who will miss the deadline or those potential participants who do not have the required details about their event.

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 2023 RDW edition.

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

In order to take part in the Romanian Design Week's "DESIGN GO!" 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 (24th May - 2nd June) - 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, UNLOCK THE CITY, in all of its forms and manifestations, being relevant for the RDW 2024 edition.

All proposals must be sent until **March 25th, 2024**.

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.

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 **24th of May and 2nd of June 2024** (your event can't be scheduled for 24th as this day is reserved exclusively for the Official Opening of Romanian Design Week).
- 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.
- 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.
- Respect the deadlines as put by the organizer. They should complete the dedicated *entry form* until **March 25th, 2024** with all information (Romanian & English), as requested in the form, all used to promote the event and to include it in the RDW materials.

REGARDING RDW BRANDING AT THEIR EVENT:

- Allow Romanian Design Week branding at the event (key visual, stickers, presentations etc.). Most times, RDW branding would be accompanied by logos of RDW main partners which the organizer will be informed about.

REGARDING BRAND ACTIVATIONS AT THEIR EVENT:

- Inform the Romanian Design Week team about partners associated with the event by mentioning them in the submitted entry form. RDW has its own partners willing to activate in the festival's satellite events and therefore all parts are interested in seeking new opportunities to improve the events while also preventing any conflict of interest.

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 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! INSTAGRAM PAGE (DEDICATED POST & INSTASTORIES)
- RDW MAP INSERT (FEATURED ON RDW WEBSITE)
- RDW OFFICIAL PROGRAMME INSERT
- RDW NEWS IN THE LOCAL PRESS (MENTIONS)
- RDW NEWSLETTER (DESIGN GO! FEATURED IN NEWSLETTER)
- THE INSTITUTE NEWSLETTER (DESIGN GO! FEATURED IN NEWSLETTER)

3. 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 25th 2024 - 23:59.**

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

4. 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 2024 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.

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