

Studio North | Prototype | Limited Edition @ IDS 2010

Studio North was created by the Interior Design Show/IDS seven years ago to showcase emerging design talent within Canada. It has since tripled in size and includes over 60 Canadian and international participants. The competition and exhibit, PROTOTYPE: NEW IDEAS FOR THE HOME was introduced to encourage innovation in contemporary design. New this year is LIMITED EDITION DESIGN: 5x5 turn-key booth spaces to present one product.

Why should you participate?

IDS is Canada's largest celebration of design and the catalyst for hundreds of millions of dollars worth of design product purchases throughout the country. IDS 09 had over 47,000 attendees –10,000 Design Trade Professionals and 37,000 affluent, design customers.

The Studio North, Limited Edition and Prototype sections are promoted as one of the highlights of IDS, and receive additional marketing and promotion. New this year, it will be hosted in a gallery-like space on the show floor.

As a Studio North, Limited Edition, or Prototype participant, you are provided with the opportunity to have your work reviewed by a panel of international industry leaders and design experts. Past judges have included: designers Tom Dixon, Arne Quinze, Gord Peteran, and Patricia Urquiola, as well as Paul Makovsky of Metropolis, Giulio Cappellini of Cappellini, Anne Vos of MOOOI USA and Ben Watson of Moroso.

There is no other marketing opportunity in Canada that provides emerging designers and independent studios such a high-profile platform to network with potential clients, manufacturers, trade professionals, buyers and media.

How to Participate:

PROTOTYPE - NEW IDEAS FOR THE HOME:

PROTOTYPE is an exhibit in which designers are invited to submit items not currently in production, which address the theme of new ideas. The works selected are exhibited together in a group display on a platform. These are not booth spaces. The submission fee is \$25 CDN and the cost for accepted work is \$450 CDN + GST (includes submission fee).

LIMITED EDITION DESIGN (New This Year):

LIMITED EDITION is ideal for a designer/maker who wants to show a single piece of work, either a one-off or from a limited edition collection within a 25 SQ FT (5ft X 5ft) booth. The cost for this booth is \$850 CDN + GST and includes 8 foot hardwall and vinyl lettering signage. A Limited Edition booth allows for an independent display and a stronger brand presence than the PROTOTYPE exhibit.

STUDIO NORTH:

Studio North booth spaces are larger and allow a designer to present a wider range from their collection. Booth sizes are available in 5-foot depth only. Each 5ftx10ft unit is \$1980 + GST, and includes 8-foot-high white hard walls, & vinyl lettering.

The hardwalls offered in Limited Edition Design and Studio North are white and similar to the walls of The Toronto International Art Fair, thereby elevating and unifying the overall look of the area.

Due to overwhelming demand, all applicants in Studio North, Prototype and Limited Edition Design will be professionally juried to ensure that work of only the highest caliber will be exhibited in this area.

The following criteria will be used to evaluate application forms:

Eligibility

Entry is open to **independent designers** and **studios** (no manufacturers).

Application Procedure

All submissions are juried. Applications must be **formatted in a single PDF file. Applications not submitted in this format will not be considered.**

PROTOTYPE & LIMITED EDITION: A maximum of three objects will be considered per application. Only one product will be chosen and displayed.

STUDIO NORTH: A minimum of three products or a website to indicate the body of your work that you are thinking of exhibiting at the show.

PDF File should include:

- Electronic images of work (a maximum of three submissions)
- Description of work including dimensions, materials, function and market potential (no more than 500 words)
- Company profile (no more than 500 words)

Evaluation

The professional jury will be evaluating the following criteria for selection:

- Function
- Aesthetics
- Use of materials
- Design innovation
- Market potential
- Suitability for mass production
- Sustainability
- Originality

DEADLINES:

May 15th Deadline, June 1st Jurying

August 28th Deadline, September 10th Jurying

APPLICATION TO EXHIBIT

NEW DATES: JANUARY 21-24, 2010

NEW LOCATION: METRO TORONTO CONVENTION CENTRE
NORTH BUILDING 255 FRONT STREET WEST, TORONTO

IDS10

COMPANY NAME: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ PROVINCE/STATE: _____ POSTAL/ZIP CODE: _____

TEL: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

Please indicate which section you would like your work to be considered for:

- PROTOTYPE \$450 + GST
- LIMITED EDITION DESIGN 25 SQ FT SPACES \$850 + GST (includes walls & vinyl signage)
- 5x10 SPACES \$1980 + GST (includes walls & vinyl signage)

PLEASE FIND A CHEQUE ATTACHED

PLEASE DEBIT VISA/ AMEX/ MASTERCARD:

*make cheque payable to MMPI Canada

CARD NUMBER: _____ EXPIRY DATE: _____

NAME ON CARD: _____

SIGNATURE: _____

Please return this form to our office

Fax:

416-599-3224

Mail:

MMPI Canada – Interior Design Show
10 Alcorn Avenue, Suite 100
Toronto ON M4V 3A9
Attn: Booth Jury Committee