

# Call for Entries

Dutch Design Week  
Registration

April 1 - July 31

[ddw.nl](http://ddw.nl) | 20 - 28 Oct 2018

photo: Tommy Köhlbrugge  
Dave Hakken, Sectie-C



**dutch design  
week eindhoven**  
20-28 Oct. 2018



# Index

Dutch Design Week	<a href="#">3</a>
Sign up	<a href="#">4</a>
Why participate?	<a href="#">5</a>
Practical information	<a href="#">7</a>
Registration process	<a href="#">9</a>
Cost of participation	<a href="#">10</a>
Important dates	<a href="#">12</a>
Locations	<a href="#">13</a>
Permits	<a href="#">14</a>
DDW-shop	<a href="#">16</a>
Design Rides	<a href="#">17</a>



# Dutch Design Week

During the 17th edition of Dutch Design Week in Eindhoven you can see with your own eyes how tomorrow's world is already taking shape. Smart solutions and inventive designs offer new perspectives that look very promising. From 20 to 28 October 2018 the doors to the future will once again be open for nine days in a city that buzzes with innovation and creative energy.

[AFTERMOVIE 2017](#)

# Sign up

Dutch Design Week invites everyone who designs at a professional level. Join in: register for the programme and present your work among a unprecedented number of designers, labels and collectives. Put yourself in the limelight for the press and public, enrich your network and do good business. From 1 April until July 31 2018 you can register via [this link](#).



# Why participate?

## **Press and publicity**

DDW attracts journalists and photographers, bloggers and scouts from around the world. As an official participant, your work will be actively drawn to our media partners' attention.

[MEDIA PARTNERS, FACTS & FIGURES, PUBLICATIONS](#)

## **Get seen**

Design lovers, purchasers, curators and colleagues: DDW draws a huge public. Website and social media are visited and consulted with an incredible frequency throughout the event.

[FACTS & FIGURES, DDW IN PICTURES](#)

## **Personal web account**

As a registered participant, you will be allotted your own account on [www.ddw.nl](http://www.ddw.nl) to which it is simple to upload text and images. In October 2017, the website had more than 2,5 millions page views.



### **Expand your network**

During DDW you make contacts. With colleagues, representatives from commerce, education and the cultural sector, and possibly collaborative partners and people that inspire you.

### **Good business**

DDW is about doing business too. Commerce and industry are well represented, your target group too. In addition, DDW maintains good contact with international design events, knowledge institutes and grant providers.

[SPONSORS & PARTNERS](#)

### **Have fun**

Eindhoven is a real design city – with a rich industrial past and two leading educational institutes for design. It is also the home base for countless designers and their creative hatching ground. Everyone who has attended Dutch Design Week will agree: this event excites, inspires, and is an exceptional experience. For nine long days, Eindhoven is the place to be in a relaxed atmosphere.

[FACEBOOK](#), [TWITTER](#), [INSTAGRAM](#)

### **Numbers**

2600 designers

610 events

110 locations

335.000 visitors

900+ press accreditations



# Practical information

## Who can participate?

- Designers, agencies, studios and collectives
- Design labels and companies involved in design
- Educational, knowledge and cultural institutes
- Hospitality, providing the activities planned have a link with design

## What is suitable for the programme?

Experiment, research and end product belong at DDW.

- Exhibitions, (product) presentations and demonstrations
- Lectures, seminars, network meetings and workshops
- (Product) launches, kick-offs and award presentations

## Selection committee

Submissions will be evaluated by the DDW selection committee under the supervision of programme managers [Katja Lucas](#) and [Lotte Douwes](#). The DDW ambassadors fulfil an advisory role. Within one week, you will receive a response on your submission.



Please note: for the Klokgebouw, Ketelhuisplein and Veemgebouw and other guest locations that are offered, other DDW criteria apply.

### **Selection criteria**

With their ability to create and solve problems, designers have a positive impact on the complex challenges of tomorrow. Based on this conviction and the following criteria, the selection committee examines all the submissions:

- The submission is design related
- The submission is topical/recent (thought of, created or made in the period 2017-2018) and has not been seen before at DDW
- The submission is innovative and/or contributes to existing ideas
- The submission is well-considered and thought out and ready for presentation
- The submission is original, distinctive or experimental in both idea and execution

The selection committee encourages submissions that originate from a cooperation between designers, commerce, experts, industry and /or knowledge institutes.



# Registration process

## Step 1

Register for the Dutch Design Foundation community via the website: [www.ddw.nl](http://www.ddw.nl). After approval, you will be assigned a personal web account where you must enter information and sign up for DDW 2018. Within one week, you will receive a response on your submission. Registration via email will not be accepted.

**PLEASE NOTE: The deadline for registrations has been postponed until 31 July 2018, 23:59 hours**

## Step 2

After approval of your event by the selection committee, an event page is created for you in your personal web account. This is where text and images can be entered and uploaded for [www.ddw.nl](http://www.ddw.nl).

## Step 3

Participants publicise their event themselves on [www.ddw.nl](http://www.ddw.nl) from 1 May. We advise you do this as quickly as possible in connection with communication and PR activities – and the planning of design routes and the talent programme.

**Deadline for uploading: 1 August 2018, 23:59 hours.**

# Participant costs DDW

Participants pay a contribution that depends on the event and the number of people (and/or events) that they register. This is exclusive of any other costs for the rental of locations and other production costs. Separate conditions apply for the Klokgebouw, Veemgebouw, Ketelhuisplein.

## EXHIBITION (9 days)

<b>Participant DESIGN</b>	<b>Designer/Design studio</b>	€ 100,- (excl. VAT)	one designer or one designstudio with 1 to 20 employees.
	<b>Design studio Large</b>	€ 750,- (excl. VAT)	designstudio with 20 or more employees.
	<b>Design Collective</b>	€ 300,- (excl. VAT)	two or more designers and/or design studio's.
<b>Participant EDUCATION and CULTURE</b>		€ 750,- (excl. VAT)	educational and cultural institutes.
<b>Participant BUSINESS and ORGANISATIONS*</b>	<b>Business Medium</b>	€ 375,- (excl. VAT)	organisation with 1 to 6 employees.
	<b>Business Large</b>	€ 750,- (excl. VAT)	organisation with 7 to 14 employees.
	<b>Business XLarge</b>	€ 1500,- (excl. VAT)	organisation with 15 to 29 employees.
	<b>Business XXLarge</b>	€ 3000,- (excl. VAT)	organisation with 30 or more employees.
<b>ACTIVITY</b>  (registration one or two half days, such as lectures, seminars, kick-offs.)		€ 50,- (excl. VAT)	Activities which are freely accessible.
		€ 750,- (excl. VAT)	Activities with ticket sales and activities for BUSINESS and ORGANISATIONS that do not have an exhibition in their programme.

\* A company or organisation that does not have a main activity that falls within the domain of design, such as brands, manufacturers, knowledge institutes, etc. (Not included in this category are: designers, design studios, collectives, education institutes or cultural institutes).



### **Additional Promotion**

DDW can increase the visibility of an event with additional promotional activities. For more information, please contact [Marloes Philipse](#).

### **Payment method**

After approval of their event, participants will receive payment request for their contribution via email.



# Important dates

01 April	Open for submissions
01 May	Start uploading text and images
31 July	Deadline for submissions
1 August	Deadline uploading text, images and information — important in connection with the incorporation in the public campaign, promotional channels and other publicity activities for DDW
01 September	Definitive programme online at <a href="http://ddw.nl">ddw.nl</a>
20-28 October	Dutch Design Week
November	Complete DDW Questionnaire



# Locations

## Locations for participants

After approval of their event, participants who do not have a location of their own in which to hold their presentation will be offered an overview of guest locations through a personal web account, and accompanied if necessary.

DDW can also offer special locations in Strijp-S. Read more about the opportunities in the [Klokgebouw](#), [Veemgebouw](#) and [Ketelhuisplein](#).



# Permits

For outside locations, an empty building or a party.

## **When as a Dutch Design Week participant do you need to request a permit?**

As a participant you must ascertain if a permit is required for you to exhibit in your chosen location. If you require a permit, you must email this to the DDW organisation [program@dutchdesignfoundation.com](mailto:program@dutchdesignfoundation.com) before 1 July. In addition, you must start the permit application process before 1 July in accordance with the guidelines below.

Are you organising an activity in an existing location and does the event fall under the regular use for that location? Then you do not require a permit. In case of doubt, it is sensible to discuss your activity with Eindhoven 365, the front office for the municipality's events cluster. You can access the contact details through the web links below.

Are you planning to organise an event on the Stadhuisplein, the Lichtplein or the Ketelhuisplein? Indicate this when registering and we will contact you. You do not need to apply for a permit yourself, these locations are covered by the DDW permit. There are costs involved in this request. We work with Suna Producties to this end. You will receive an indication of the costs in advance.



Are you using another outside location, an empty building or organising a party? Then you may possibly need to apply for a permit. Contact Eindhoven 365, the front office for the municipality's events cluster. You can access the contact details through the web links below.

### **Eindhoven365**

Eindhoven365 is your first port of call (front office) for events. Eindhoven365 employees can assist you in the fleshing out of your idea, provide advice on grant opportunities and help you in requesting the permit. Contact Eindhoven365 via [aanvragen@eindhoven365.nl](mailto:aanvragen@eindhoven365.nl) or call +31 (0)40-707 40 40. For more information, we kindly refer you to [www.ehv365.nl](http://www.ehv365.nl).

### **Event policy**

Here you can discover the ins and outs of the municipality of Eindhoven's event policy. You can find answers to questions like: who is responsible for what, what is the procedure and what are the conditions and regulations? For more information, [click here](#) (in Dutch).

### **Request forms**

The notification and request form for events can be accessed here [www.eindhoven.nl](http://www.eindhoven.nl).

**Deadline for registering: 30 June 2018.**



# DDW-shop

The DDW shop is located in the Klokgebouw. The well-stocked shop at the heart of the week is open every day. As a DDW 2018 participant, you can sell your own work through the shop. Registration for the DDW Shop is possible after you are approved to participate in DDW 2018.

**Deadline for registration: 1 September 2018.**

# Design Rides

The Design Rides are visible, prominent and everywhere during Dutch Design Week.

40 of the Design Rides are adorned with a design object on their roof made by one of the Dutch Design Week participants. This unique form of transport allows DDW to ferry 40,000 visitors from one DDW location to another free of charge. So the cars and the objects are visible throughout the city.

Keep an eye on the [website](#) for more information about applying for a Design Ride.



photo: Jeroen van der Wielen  
VOLVO Design Ride