

MELBOURNE
— 5TH EDITION



To support and promote new Australian design, DENFAIR is putting emerging designers at the forefront with Front / Centre, a gesture of our support and promotion for new design. This initiative invites representing entities across Australia to present the best and latest of crafted design from their region.

FRONT CENTRE
— **ENGAGEMENT**
DOCUMENT

20 — 22
June 2019

AT THE MELBOURNE CONVENTION AND EXHIBITION CENTRE

FRONT CENTRE 2019

ON EMERGING DESIGNERS

In 2019 DENFAIR is continuing to support emerging designers making DENFAIR accessible as a powerful business platform to designers at the early stages of their career.

FRONT /CENTRE PLATFORM

Front/Centre is an exhibition platform from which invited participants will present the best and latest craft and design in their region to collectively map a new frontier in Australian design during the coming DENFAIR 2019.

CONTENT

Designers who show a particularly fresh approach and whose work questions attitudes of value and beauty and/or poses alternative directions for craft and industry.

AWARD

The DENFAIR Awards will continue to acknowledge the emerging designer category with the 2019 award winner also receiving a strand at the 2020 DENFAIR show as a way to nurture the growth of their business. Other incentives will be announced in the coming months.

LOCATION

Front/Centre will start at the main entrance - front and centre - and continue as a running exhibition along the main artery of the floor to the rear of the exhibition hall.

AUDIENCE

Exhibiting at DENFAIR will give exhibitors the opportunity to present their work before a concentrated audience of design professionals, suppliers, retailers and national and international media receptive to and invigorated by new ideas in design. This includes a feature in Green Magazine who will be covering the initiative.

CONTENT

The 2019 event includes a program of content sharing through DENFAIR's website and social media platform as a way to increase the exposure of the program. DENFAIR will once again rely on the support of the involved agencies to share information and content on the Front/ Centre initiative.

Front/ Centre will once again have a dedicated section in the DENFAIR website with information on each entity and a write up on all of the finalists.

MOTIVATION

Inclusiveness and shared value - there is much to be gained from emerging designers who have ample energy for the vibrant future of design and who approach design problems with new modes of thinking reflective of the cultural and social conditions of the day.

IMPACT

Designers are seen as strategic leaders that can help define the world we live in today. Fostering the talents of emerging designers as they carve out their own unique path means we can ensure a rich, vibrant design and manufacture culture in Australia.

ON GOING SUPPORT

DENFAIR are also currently working on a program whereby we can offer support on a number of design related business topics to the Front / Centre finalists year round. The aim being to continue to nurture the designers as they build their profiles and businesses.

The main driver of the support is to have the award winner exhibit free of charge on a 3x3m stand at DENFAIR in 2020. An opportunity to take previously exhibited product to market.



THE DETAILS

ELIGIBILITY:

- Designers, design-based studios and makers that are based in Australia and that have been practicing for 5 years and under.
- Designers, design based studios and makers that are practicing within each participant's state/ country.
- Designers whose work presents a point of difference, new way of thinking or application.
- Selected designers and their work will reflect front/centre's vision, i.e. sourcing and promoting local rising talent in design with the objective of exposing them to commercial opportunities via specification, production channels and press.
- Selected work must therefore have a commercial viability to it.
- Designers can be involved in Front/Centre for no more than three consecutive years.

SIZE:

- Allocated space will depend on the type and scale of product being shown and will be determined once designers and products have been finalised.
- Final allocation will be the outcome of a collaborative review between DENFAIR and the participant.
- DENFAIR will provide a display system that will allow for display of various products.
- DENFAIR will supply associated signage for each participant in the form of an information card with product details

PRODUCT:

- Only one piece per exhibitor or multiple pieces if part of a series (smaller objects). Once shown at DENFAIR products cannot be exhibited again.
- Products should ideally be new works or works completed in the past 12 months.
- Exhibitors may not display the same product on their stand if exhibiting at DENFAIR in addition to front/centre.
- The product remains the property of the designer/ participant and must be protected by appropriate insurances as required. DENFAIR will not be liable for any loss or damage to the products at the event or during shipping.
- All participants will require public liability.



THE DETAILS

DENFAIR OFFER:

- Allocated floor space and signage.
- Standardised display plinths.
- Template for product labels.
- Preparation of press release/ EDMs on Front/Centre
- Oversee installation of plinths/ signage.
- Provide a representative on site for the facilitation of product installation.
- Manage bump out of plinths and associated signage etc.
- Provide a dedicated page on the DENFAIR website promoting front/centre and its participants as a key feature in 2019.
- Content on DENFAIR website and social media including selected stories on the designers and Front/Centre initiative.

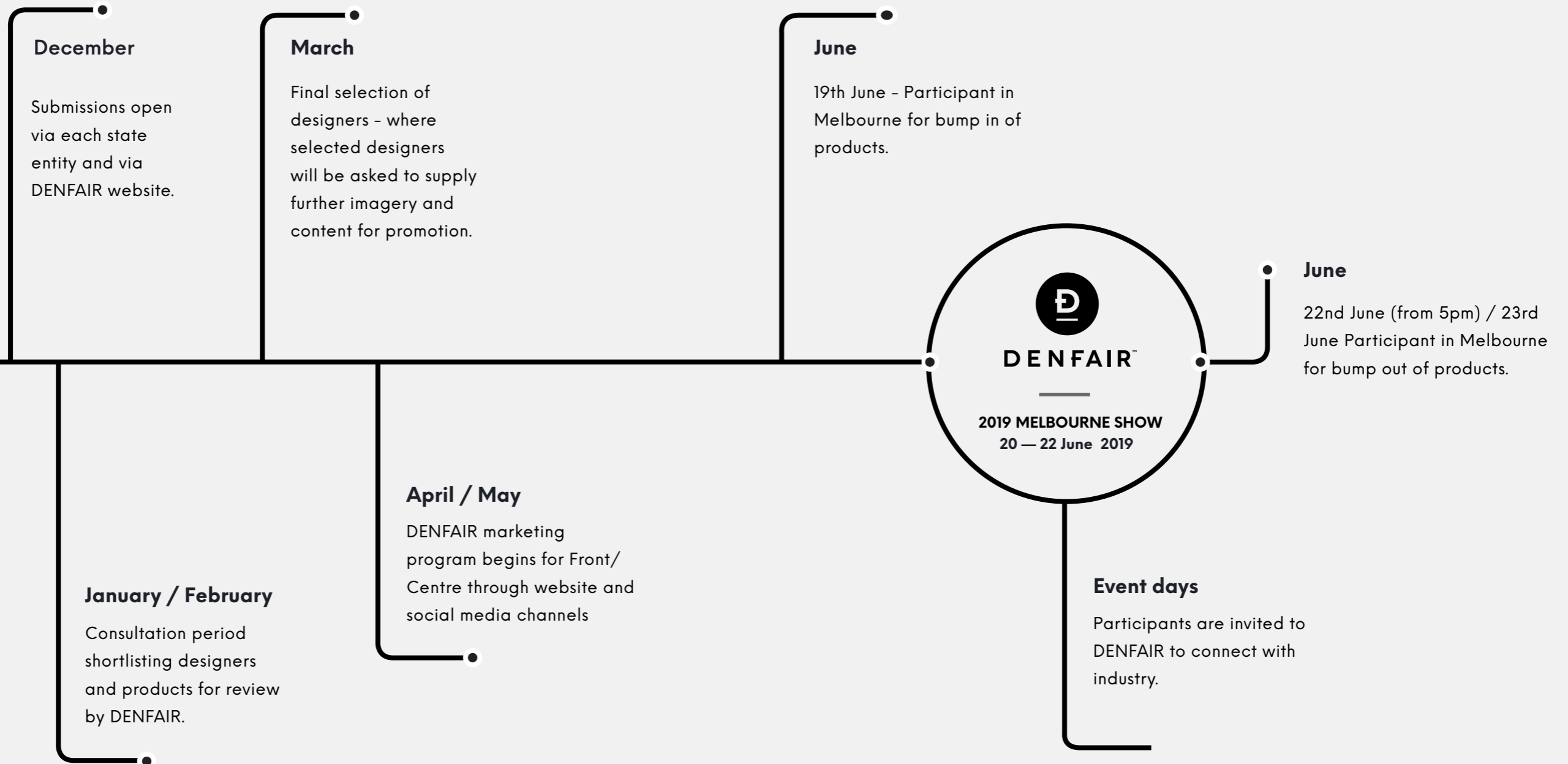


PARTICIPANT'S RESPONSIBILITIES:

- Ensure that the quality of the finished product is high and in keeping with DENFAIR's highly curated approach to the overall event.
 - Ensure all products arrive at appropriate times during bump in to allow for set up.
 - Be responsible for bump in/ display of products and labels with direction from DENFAIR representative. Wednesday 19th June.
 - Bump out of products during allocated bump out times. Saturday evening 23rd June.
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TIMELINE 2019





GET IN CONTACT

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