



# ENTRY CALL BUDAPEST DESIGN WEEK PARTICIPATION

## 06 – 15 OCTOBER 2017

Budapest Design Week is the most important design event of the year in Hungary, taking place in more than a 100 locations throughout the city. Similarly to previous years, it is now possible to participate with independent events at the festival – join us!

Following the traditions of previous years, it is now possible to participate at the festival also for international applicants. As Budapest Design Week primarily aims to the promotion of Hungarian designers, studios, businesses and institutions, most of the categories are open for Hungarian applicants only (these categories are not listed here). However, there is always a way to participate with local partners, institutions or international organizations at Budapest Design Week. Please check the information below and if you still have questions, please contact us at [designhet@designhet.hu](mailto:designhet@designhet.hu)

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## 2/1. GUEST OF HONOUR: DENMARK

Budapest Design Week selects a Guest of Honour Country each year. In collaboration with the Embassy of Denmark, Budapest Design Week realises the following key events in 2017:

- design exhibition focusing on the Guest of Honour Country's contemporary design (industrial, furniture, fashion, interior, food, service, jewellery, graphic and other design fields), on 300 m2, in the period between 6 October – 2 November (venue to be specified later)
- guest lecturer speech
- other events, organized by independent partners

### How to participate

- your participation must be linked to one of these categories: industrial design, furniture design, craftsmanship, fashion and jewellery design, graphic design, interior design, food design, service design, design thinking. If your participation does not fall into these categories or when in doubt, please contact us.
- if you are a designer or design studio, and would like to be presented at the design exhibition, please send your portfolio to [designhet@designhet.hu](mailto:designhet@designhet.hu), until 16 June 2017. An independent curator and Budapest Design Week staff will select the items presented at the exhibition by the end of July 2017. If selected, Budapest Design Week covers all costs of the item's transport, insurance and exhibition at the event along with the administration of the participation, which has no entry fee. As this exhibition will be one of the biggest events of Budapest Design Week, being selected is a big possibility for any designer or design studio aspiring to reach a wide audience.
- if you are a company that produces and/or sells design items produced in Denmark, you have various possibilities to participate. If you have a Hungarian partner, you can organize an exhibition, lecture, product presentation, fashion show, fair, or any other event in collaboration with this local partner. Budapest Design Week does not ask for participation fee from companies related to Guest of Honour Countries, but all costs (transport, event organization, catering, communication) must be covered by You and/or Your local partner. Due to the big number of applications, Budapest Design Week staff unfortunately does not have sufficient human resources of finding You a local partner, however, if you need one, please let us know.



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## 2/2. INTERNATIONAL BRANDS, COMPANIES AND INSTITUTIONS

Budapest Design Week offers the possibility to international brands, companies and institutions as well to participate at the event. As the main aim of Budapest Design Week is to promote Hungarian design and designers, international participants must pay an entry fee and all their costs have to be covered by themselves. Budapest Design Week will list the event among the official events, publish it in the program brochure (20.000 copies, distributed free in 200 location) and publish it on its website (in both Hungarian and English). If the event has a special relevance (eg. a lecture by a world-famous designer), Budapest Design Week will promote it as a key event and provide any other help to make the event successful. To see if your event can have a special relevance, please contact us at [designhet@designhet.hu](mailto:designhet@designhet.hu)!

### How to participate

- your participation must be linked to one of these categories: industrial design, furniture design, craftsmanship, fashion and jewellery design, graphic design, interior design, food design, service design, design thinking. If your participation does not fall into these categories or when in doubt, please contact us.
- your event must be related to design and preferably have no entrance fee. Events may vary from exhibitions to product presentations, workshops to lectures, fashion shows, fairs or others.
- you must have a local partner in the realization (company, brand, institution, organization or other). This local partner must be a legal entity that Budapest Design Week can sign a contract with and who is able to cover the participation fee at the event (60.000 HUF + áfa). Entry fee does not apply if your event have a special relevance.
- you and/or your partner must cover all costs of the realization (location, transport, fees, catering, others).

For more information please contact us at [designhet@designhet.hu](mailto:designhet@designhet.hu)!



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# BACKGROUND INFORMATION

## DESIGN HÉT BUDAPEST 2017 – START

In 2017, Budapest Design Week focuses on the theme of appearance in the design scene, starting careers, business development and related topics.

With the global market opening, mass communication and online trade taking a quantum leap, enormous opportunities are opening for designers. The work of designers who are highly qualified, proficient, flexible to respond to changing challenges, and who take into consideration an array of aspects, from economy to aesthetics, when designing is on growing demand globally in an increasing number of sectors – from the furniture industry to interior architecture, and from the advertising industry to the design of online interfaces. Career entrant designers, startups, recently launched small and medium-sized enterprises that are able to meet the expectations now have more chances and opportunities than ever to achieve success in work – in Hungary, Europe and in the global market.

However, the numerous new opportunities also hold innumerable new challenges for fresh entrants to the market: business development, client acquisition, up-to-date knowledge of the legal and economic environment, adequate use of constantly changing communications tools, reaching the target group, optimisation of manufacturing and sales are just a few of the tasks to be solved concurrently by a 21<sup>st</sup> century business on a daily basis. This is why Budapest Design Week now undertakes to take part in facilitating the market entry, introduction, professional development of design businesses through varied professional programmes, presentations and workshops, and to present design as an innovative set of tools.

In addition to the professional programmes focusing on developing small and medium-sized enterprises, Budapest Design Week seeks to present the cream of the Hungarian design scene also to the general public: through exhibitions, open programmes and interactive events to showcase new fields of design, the series of programmes illustrate that design is an integral part of every aspect of our ordinary lives.

### More Information

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