



## APPLICATION INSTRUCTIONS - PROTOSHOP

Protoshop is an annual exhibition produced by Imu Design and Habitare which presents 10-12 new prototypes for manufacturers and the public at the Habitare design fair. Proposals can be sent by all designers individually or in groups living in Finland. Habitare takes place 9.-13..9.2020.

### Application

Your proposal can be any design object related to either the home or work environment. Each proposal should be presented on 1-2 A3 size boards. Mark your name and contact information behind the board. Send your proposal by February 14th 2020 (a postage stamp marked with this date is accepted) to the following address: Ida Ågren, Messukeskus, Messuaukio 1, PL 21, 00521 Helsinki. Write "Protoshop" on your envelope. The jury will select the works which will be presented at the Habitare fair during week 9. All participants will be informed after the decision. The boards will not be returned.

### The Jury

The Jury consists of Elina Aalto, Krista Kosonen and Saara Renvall from Imu Design, Creative Director Laura Sarvilinna from Habitare and Editor in Chief Saila-Mari Kohtala from Glorian Koti magazine. Habitare's Programme Producer Ida Ågren is the jury's secretary.

### Selection criteria

The jury is looking for clever, original designs which have product potential. We are primarily looking for designs which have not been previously published or exhibited but we will not rule out works which have been seen earlier.

### Rights

The designer has all the rights to their work.

### Questions

Questions regarding the application process can be sent until February 5th to [saara@imudesign.org](mailto:saara@imudesign.org).

### Developing the selected works for the exhibition

Selected designers are in charge of making their prototype and all costs involved. Habitare and Imu Design offer the space and stand, product photography, visibility on the Protoshop website and leaflet as well as communications and marketing.

The designer is responsible for transporting his/her work to and away from the photography studio and the fair grounds. If the designer wishes to insure his/her work, this should be done at the cost of the designer.

The organisers have the right to leave out from the exhibition any work that is not completed on time or that has significantly changed from the proposal without consent from the organisers.

