



## 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 living in Finland, both individually or in groups. Habitare takes place 13.-17.9.2023.

### Application

Your proposal can be any design object related to either the home or public environment. Send your proposal as a PDF document to [ida.agren@messukeskus.com](mailto:ida.agren@messukeskus.com) by 23:59 on 27.1.2023. The document should be landscape, not portrait and the maximum file size is 5 MB. Include the name of your proposal on your document and the same name + your own name and contact information in the email. The subject of your email should be "Protoshop" and the name of your proposal. You can send more than one proposal in one email but make sure each one is a separate file. The jury will select the works which will be presented at the Habitare fair during week 7. All participants will be informed after the decision.

### The Jury

The Jury consists of Elina Aalto, Krista Kosonen and Saara Renvall from Imu Design and Creative Director Laura Sarvilinna from Habitare. Habitare 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 10.1.2023 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. The prototypes should be ready to be photographed at the beginning of June. 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 their work to and away from the photography studio and the fair grounds. If the designer wishes to insure their 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.

