

# PROTOSHOP 2012

## HOW TO PARTICIPATE

### The concept

Protoshop is an annual event produced jointly by the Finnish Fair Corporation and Imu Design for the Ahead! -design area at the Habitaré fair. Imu Design invites all designers working in Finland to submit product idea proposals for the event that takes place in September 2012. The 10-15 best ideas will be selected for further development. The prototypes created through this development process will then be displayed at Protoshop, where the core objective is to find suitable homes for the products in businesses. The event is a fresh and exciting forum for cooperation between designers and businesses. Both domestic and international businesses will be targeted with effective advance marketing to increase awareness of the event and its goals.

### Who can participate

Product ideas may be submitted by all designers working in Finland. Ideas may be submitted by individuals or by teams of designers. For team submissions, the participants must determine the distribution of rights pertaining to the idea prior to submitting it for consideration. All works must be previously unpublished.

### Application period

Applications will be accepted from 12 December 2011 to 6 February 2012. The proposal must be marked with the designer's real name and contact information (on the back of the A3 card). Proposals must be delivered by 6 February to the following address: Anniina Pyykönen, Finnish Fair Corporation, Messuaukio 1, P.O. Box 21, 00521 Helsinki. The envelope or package should be labelled "Protoshop". If the proposal is delivered by post, a stamp with the date 6.2 is sufficient.

### The Jury

The members of the jury are the founding members of Imu Design; Elina Aalto (designer, TaM), Krista Kosonen (designer, TaM) and Saara Renvall (designer, TaM) along with Mikko Paakkanen (designer). The competition secretary will be the Finnish Fair Corporation's exhibition coordinator Anniina Pyykönen.

### Selection criteria

The jury's primary selection criteria will be the degree of strength and creativity in the work. The work must be applicable to industrial production in accordance to the core idea of Protoshop. The aim is to find products which do not merely represent a passing trend, but rather concepts that will live on in the world of Finnish design.

### Entries

The entries may be any design product related to the interior decoration of homes or public spaces. In line with the Protoshop concept, the work must represent an idea that can be readily developed into an actual product. The work must be presented on A3 lightweight card (maximum 2 per entry). The idea must be presented with sufficient clarity to make its assessment possible without the designer being present. The presentation must include the designer's written description of the product's raison d'être and target market.

### Rights

The designers retain all rights to their work.

### Announcement of selected entries

The jury will choose 10-15 entries for further development during February 2012. The selected designers will be notified immediately after the jury's decision.

### Documents and questions pertaining to the event

The event programme may be downloaded from 12 December 2011 onwards at

[www.imudesign.org/protoshop](http://www.imudesign.org/protoshop) or [www.habitare.fi](http://www.habitare.fi). Questions related to the submission of entries may be asked until 20 January 2012 by e-mail to [krista@imudesign.org](mailto:krista@imudesign.org).

## POST-SELECTION PHASE

### Further development of selected works and the exhibition event

The selected designers will be responsible for the manufacture of their prototype and any expenses involved with it. The event organisers will provide a stand at the fair, a product description, media communications and marketing, a product brochure, a website and expert assistance for any negotiations with representatives of businesses. The Finnish Fair Corporation insures the works for the duration of the exhibition, but designers are responsible for insurance arrangements for any other time, if necessary. Designers are also responsible for transportation of the work to a photography session and to and from the exhibition. The fair stand will be staffed by a representative of Imu Design for the entire duration of the exhibition.

The finished prototypes must be delivered to the event organisers during week 23/2012, and is followed by a photography session which must be attended by the designer. The event organiser reserves the right to exclude any selected work which is not completed on schedule. Exclusion may also apply to cases where the finished product does not correspond to the submitted designs, unless such deviations from the plan have been specifically discussed with and approved by the organisers.

### Contracts between designers and participating businesses

If necessary, designers will be provided expert assistance for contract negotiations by Ornamo.

### More information at

[www.imudesign.org](http://www.imudesign.org)  
[www.habitare.fi](http://www.habitare.fi)  
[www.finnexpo.fi](http://www.finnexpo.fi)  
[www.ornamo.fi](http://www.ornamo.fi)



**Habitare**

