



Formland

Formland Design Award Autumn 2007

Winn DKK 100,000

Free media coverage

Special display at the fair

Deadline 31 July 2007 at 12.00



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What is Formland Design Award?

Formland Design Award is a design prize which is awarded to the most innovative and creative product within Scandinavian design. The award offers you an unique marketing opportunity which starts with the opening of Formland on Friday 17 August 2007. Here the winner of the Formland Design Award – Autumn 2007 will be announced.

The winner of Formland Design Award Spring 2007

Helene Vonsild and her company 1+1 Design won the Formland Design Award - Spring 2007 for her refreshing new cushion collection. The collection has been produced in Helene Vonsild's own design, Chicago, and comes in a wide range of different sizes and colours.





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How can you benefit from the Formland Design Award?

Following the announcement of the winning product, it will be marketed for **DKK 100,000** in leading Danish consumer media. Formland Design Award offers great media attention as well as considerable recognition within the industry.

The award-winning product and nominated products are put on special display at the exhibition where they will be on view to about 600 exhibitors, 20,000 visitors as well as more than 200 journalists visiting the fair.

All journalists will receive a product description and photo of the winning product. Furthermore the winner will be invited to join the special media lunch held on the official opening day of the exhibition.

At **www.formland.com** the award-winning product as well as the nominated products will be marketed with accompanying product descriptions and photos.

Formland Design Award offers an ideal opportunity for massive and targeted marketing of your product. The winner is also entitled to use Formland Design Award in their marketing.

Award Committee

All the products submitted are judged by an independent Award Committee composed of professionals who come from different fields within design, trend etc. The Award Committee assesses the individual products on the basis of originality, functionality, design and choice of materials compared with the recommended retail price.

A number of products will be nominated, and one of these will then be chosen as the winner of the Formland Design Award – Autumn 2007.

The nominated products will be published on www.formland.com on 16 August 2007. The award presentation as well as the announcement of the winner will take place on 17 August 2007 at the official opening day of Formland Autumn 2007.

All submitted products will be handled with discretion.

Read more about the Award Committee at www.formland.com.



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Conditions for Participating

- To participate in the Formland Design Award the submitted product must have been designed in Scandinavia or by a designer with Scandinavian nationality. (Here, Scandinavia is defined as: DK, S, N, FR, IS and SF)
- The product cannot have been publicly presented before the previous Formland fair, i.e. before 6 February 2007. This rule also applies to prototypes.
- Formland Design Award can be awarded to a prototype as well as to a finished product.
- Only companies exhibiting at Formland Autumn 2007 can participate in this nomination.
- The product must reach Messecenter Herning **31 July 2007 before 12.00** accompanied by a completed registration form as well as a product description.
- One company may submit several products as long as a completed registration form and product description accompanies each of the submitted products.

Registration

Complete and print out registration forms at **www.formland.com**.

Enclose the print-out with your product and send everything so it reaches Messecenter Herning **31 July 2007 before 12.00** for punctual registration. This will enable us to check that all the registered products are received.

The printed registration form and the product must be sent to:

Messecenter Herning
Attn.: Team Formland
Vardevej 1
DK-7400 Herning

Mark the packaging "Formland Design Award"

Tel.: +45 9926 9926
Fax: +45 9926 9900