



CALL FOR APPLICATIONS

FOR PRODUCT DESIGNERS, APPLIED ARTISTS AND FINE ARTISTS

For the 360 Design Budapest exhibition to be held between 9–19 October 2025.

360 DESIGN BUDAPEST 2025

PARTICIPATION IN THE EXHIBITION

Budapest, 2025

1. THE SUBJECT OF THE APPLICATION

The HFDA Hungarian Fashion & Design Agency Nonprofit Private Limited Company (hereinafter: the Organiser or HFDA) is organising the 360 Design Budapest programme series for the sixth time, providing an opportunity for domestic and regional product designers and applied and fine artists to exhibit their work and appear on HFDA's digital platforms.

360 Design Budapest is an innovative event in the domestic and regional design scene, showcasing the contemporary object culture of Hungary. Its aim is to draw attention to the high quality and accessibility of Hungarian object culture, thus educating the public and strengthening the sales opportunities for Hungarian design brands, applied and fine artists, and product designers. The exhibition also aims to support the flow of information between designers, distributors, manufacturers, and those interested in design.

The HFDA, as the organiser of the tender (hereinafter referred to as the Organiser or HFDA), announces a call for applications for participation as an exhibitor at the 360 Design Budapest exhibition, scheduled to take place between 9–19 October 2025.

2. INDUSTRY OBJECTIVE

Given the national economic significance of the creative industry, it is of utmost importance that the HFDA offers a professional appearance possibility to product designers and designers that go beyond mere showcasing. Designers are given the opportunity to present their work at a public exhibition and participate in a professional networking event, where they can showcase their creations both internationally and domestically, learn about the newest industry trends, and build direct connections with potential partners, buyers, manufacturers, distributors, and even curators.

The event helps expand the participants' networks, contributing to their competitiveness and long-term professional development. Due to its focus on supporting business acquisition, it can also promote the opening of concrete market opportunities: exhibitors will have the chance to present their products and services live and gather direct feedback from an international professional audience.

Therefore, the aim of 360 Design Budapest is to enhance the visibility of product designers, fine and applied artists, whose future achievements can contribute to the growth of the domestic creative industry in the short and medium term. This, in turn, will strengthen Hungary's and Budapest's leadership role in the regional design industry.

3. THE OBJECTIVE OF THE APPLICATION

360 Design Budapest presents the uniqueness of Central European design through the works of Hungary's and the region's prominent product designers and fine and applied artists. The HFDA is looking for designers, fine artists, and applied artists whose innovative product portfolios are complemented by international appearances.

The exhibition will showcase innovative creations that combine functionality, uniqueness, and aesthetics in Hungarian and/or regional design products and interior decor items. This highlights how these products can enrich our living spaces and daily lives in multiple ways. The aim of the digital exhibition is to provide an opportunity for emerging and established design brands, enterprises, product designers, and applied and fine artists to showcase their work in a cohesive and high-quality format that enables them to appear independently on the international stage.

The primary objective of the HFDA is to create opportunities for domestic creative industry enterprises to connect with consumers and to support the promotion and sale of their products and services, even in the context of a changed economic environment.

4. CONCEPT

This year, the HFDA will once again organise the 360 Design Budapest exhibition. As a forward-looking leader in the region, the HFDA will showcase the latest innovative objects and products of Hungarian and regional design by involving professional partners and prominent industry representatives.

Craftsmanship has always played a significant role in Hungarian material culture, as well as the pursuit of innovation and uniqueness. The 360 Design Budapest exhibition will present the best of contemporary Hungarian product design, fine arts, and applied arts along these values. In 2025, the event will address the entire cross-section of the industry, from designers to the press and manufacturers, with a vertically educational approach.

The event supports the marketability of domestic creators and the development of their professional networks through the broad presentation of their works, while 360 Design Budapest also reinforces the impact of the creative industries on the economy, tourism, and the country's image.

The motto of the 2025 360 Design Budapest exhibition is:

Design Aligns – Creating Together, Living Connected

‘Design Aligns’ celebrates the connecting power of design. It highlights the collaboration between artists, manufacturers, and users, emphasising the importance of co-creation and conscious design. Design not only shapes but also connects people, spaces, and ideas as a common language. The goal of 360 Design Budapest is to encourage the discovery of the human stories behind objects and to emphasise the value of collaboration. Through this, it aims to nurture and deepen our connection to our environment, relationships, and the experience of creation, thereby fostering a sustainable shared future.

EXHIBITION CATEGORY DESCRIPTIONS

Please note that the organisers reserve the right to deviate from the categories listed below when designing the exhibition installation.

1 – BRAND/PRODUCT: PRODUCTION-READY, MASS-PRODUCIBLE OBJECTS

Product designers, fine and applied artists who focus primarily on the design process while relying on manufacturers or subcontractors for the production phase, rather than creating the products themselves using their own tools. This category may also include brands whose collections consist of works by other designers.

2 – COLLECTIBLE DESIGN: FINE AND APPLIED ARTS OBJECTS

Product designers, fine and applied artists who prioritise the artistic value and uniqueness of their objects in the creative process. This category is intended for limited-edition pieces that enrich visual culture and may be considered artworks.

3 – PROTOTYPES AND/OR DIGITAL DESIGNS

Works by product designers and fine and applied artists that are presented as prototypes or in digital (3D) design format.

5. ELIGIBILITY CRITERIA

5.1. To participate in the Application, the following condition(s) must be met by product designers, applied artists and fine artists.

5.1.1. Requirements for Applicants:

- A business entity registered in Hungary engaged in product design, applied or fine art activities; or
- A sole proprietor registered in Hungary engaged in product design, applied or fine art activities.

5.1.2. Conditions to be fulfilled by Applicants

- The Applicant must possess a product of their own design, predominantly produced through a domestic supply chain, which demonstrates innovative value.
- The product with innovative value must fall into one of the following categories:
 - furniture, public and outdoor equipment,
 - electrical lighting fixture,
 - textile products (excluding clothing and fashion accessories), carpets
 - other concrete, plaster, cement and stone products, silicate industry products, other plastic products,
 - applied art/fine art works.

6. APPLICATION DOCUMENTS

Applicants must submit the following materials (Application package) in a PDF format, in both Hungarian and English:

- Brand or creative **concept description** (includes core brand/creative principles, standards, target market and audience) – max. 2 pages
- Presentation of the object and/or product palette, the object and/or product lines (includes images, descriptions, dimensions, main material(s), and technologies) – max. 10 pages
- **Professional portfolio** of the designer(s)/creator(s), if available,
- Retail gross **price list** of the artwork(s) **(in EUR)**
- **The selected exhibition category (Brand/Product, Collectible Design, or Prototype and/or Digital Plan)**

Marketing and Communication Package (as part of the application):

- **Contact details** for the brand/creator: designer(s)/creator(s), sales and press contact (if available)
- Brand name to appear in the exhibition in both Hungarian and English (please ensure proper use of upper/lowercase letters)
- **Brand logo** in vector format, if available (.ai, .eps, .pdf, .cdr format, fonts and text converted to outlines in the file)
- **Brand description** (if available): A third-person summary **in Hungarian and English**, max. 500 characters, in .docx format, to be used on the website and in printed materials (Suggested content: story, goals, vision, target market/customers, distinguishing brand elements)
- **A professional bio of the brand's designer(s) or the creator(s), in both Hungarian and English**, for publication on the website and in printed materials (Possible content elements: awards, professional milestones, education, distinctive style/stylistic features, professional credo, sources of inspiration) – length: max. 500 characters, format: .docx
- A brand/designer **motto**, if available, in Hungarian and English (format: .docx), briefly and concisely summarising the brand or creator
- **Links to the brand's/designer's website and/or social media platforms** (Facebook, Instagram, LinkedIn), if applicable
- Three to five **photos** of the work(s) (preferably professional, high-resolution, in colour, in .jpg or .png format, named as follows: Creator's Name to be displayed_Title of the Object)
- Descriptions of the artworks/products, max. 500 characters each, in Hungarian and English, in .docx format (Possible content elements: story, sources of inspiration, distinctive stylistic and/or brand features),
- List of **professional achievements** to date (awards, exhibition participation)
- Designer portrait (in colour, preferably professional and high-resolution, in .jpg or .png format),
- Exact **name(s)** of the work(s)/product(s) **in Hungarian and English, and year of creation**
- **Exact specifications and dimensions** of the physical exhibit piece(s)/product(s) (e.g. materials used)
- **3D model** of the product/object intended for digital exhibition in .3ds or .obj format, including textures.

7. APPLICATION PROCESS

The application is free of charge.

Eligible applicants, conditions of participation: Applications may be submitted by product designers, applied and fine artists, or representatives of design studios, with the condition that only individuals who are closely connected to the product or creation (such as the designer, owner, or creative collective), and who hold any rights or claims related to it, are eligible to apply—either jointly or with prior written consent from all relevant parties.

By submitting the application, the Applicant acknowledges the conditions set out in the call as binding and declares that none of the exclusion criteria defined in point 7.1 apply to them.

7.1. Exclusion criteria:

The Organiser excludes the application of any Applicant:

- a) who does not meet the transparency requirements set out in Section 3 (1) point 1 of Act CXCVI of 2011 on National Assets; or
- b) who is subject to bankruptcy, liquidation, voluntary dissolution, compulsory strike-off, or any other winding-up proceedings, or against whom enforcement proceedings are currently ongoing; or
- c) who provides false information in the Application Package; or
- d) whose Application Package does not comply with the conditions set forth in this Call for Applications.

The Applicant is required to declare compliance with points a)–c) by completing the document attached as Annex 1 to this Call for Applications.

- Applicants who presented the same object(s) or product(s) at a 360 Design Budapest exhibition prior to 2025 are not eligible to participate in this call again.

7.2. Questions and Answers

The Organiser provides an opportunity for Applicants to send any questions related to the Application Call to the following email address: 360dbp@hfda.hu (with the subject line: **360 DBP 2025**).

The Organiser will respond to received questions within a maximum of 5 working days.

8. SUBMISSION DEADLINE, APPLICATION ATTACHMENTS

Application submission deadline: Midnight, June 15, 2025

Planned exhibition dates: 9 to 19 October 2025

The submitted Application Package (documents listed under point 6) must include the following mandatory annexes:

- Annex 1: Transparency Declaration
- Annex 2: Application Form
- Annex 3: Non-Disclosure Statement
- Annex 4: Privacy Notice
- Annex 5: Application Checklist
- Annex 6: De Minimis Declaration

Submission method:

- the application materials and all related annexes must be sent to the email address 360dbp@hfda.hu (subject line: 360 DBP 2025) and/or
- shared via a cloud storage link created by the Applicant.

The Organiser will download the application material from the provided link within 3 working days, and confirm by email within 5 working days whether the files submitted (either by email or cloud) are accessible and readable. The Applicant is solely responsible for submitting the application materials on time.

The submission will be considered on time only if the Organiser confirms receipt of the application by email.

Applications received after the deadline will not be considered.

9. EVALUATION OF APPLICATIONS

If the Applicant submits an incomplete or non-compliant Application Package or annexes, the Organiser will issue a call for correction within 5 working days. The Applicant has 3 working days from the date of receipt of the correction notice to submit the missing documents. The correction period begins the day after the notice is received via email. If the resubmission remains incomplete, the application may be rejected without further review (rendered invalid).

The submitted Application materials will be evaluated by a professional jury appointed by the Organiser.

The professional jury will **assess complete applications within 10 working days from the submission deadline** and select the successful participants. The Organiser will notify Applicants of the results via the email address provided during the application process within 15 working days from the submission deadline.

The Organiser will not reimburse any costs incurred by the Applicant during the preparation or submission of the application materials.

9.1. DECISION-MAKING

The Organiser ensures the independence of the professional jury; a person who is subject to the conflicts of interest outlined below cannot participate in the jury.

The Organiser verifies that there is no conflict of interest between the Applicant and the jury members by means of statements made by the members of the professional jury. A jury member cannot be a relative of the Applicant as defined in Act V of 2013 on the Civil Code (hereinafter: Civil Code); nor can they be a senior official, supervisory board member, or a member with ownership interest in the applicant's economic organisation, or their relatives as defined by the Civil Code. Furthermore, the jury member must not be in an employment or other contractual working relationship with the Applicant.

Objective criteria to be considered by the professional jury during the evaluation:

- the originality and uniqueness of the brand
- visual/aesthetic value of the works
- value of the work(s) and the depth and relevance of its message
- sustainability and environmental impact
- domestic and international business and developmental potential of the brand

- alignment with the exhibition's curatorial concept
- the novelty and uniqueness of the product/work.

The Organiser will contact the winning Applicants within 5 working days from the announcement of the results.

The Organiser provides an opportunity for the winners of the application to be present alongside their exhibited products during the exhibition.

The Organiser shall not reimburse any costs incurred by the Applicant in connection with participation in the exhibition.

9.2. OBJECTIONS HANDLING

During the application process, the Applicant may submit an objection, particularly if:

- the application process,
- the decision-making process

is unlawful or violates the terms of the call for applications.

The objection may be submitted in writing within 3 days from the receipt of the decision on the application, or, if this is not applicable, within 5 days from the date the Applicant becomes aware of it. Failure to submit the objection within the prescribed deadline shall preclude the possibility of filing a request for justification.

Complaints should be addressed to the jury and sent to the email address 360dbp@hfda.hu.

A complaint regarding the same decision or action can only be submitted once by the same Applicant.

The objection must include:

- a) the Applicant's name, registered seat, and the name of their representative;
- b) the data necessary to identify the Application subject to the objection;
- c) the description of the contested measure or omission;
- d) the facts underlying the objection and a precise reference to the legal provision that was allegedly violated by the contested or omitted measure.

The objection must be rejected without substantive examination if:

- a) it is submitted after the deadline;
- b) it is not submitted by a party entitled to do so;
- c) it is identical in content to a previous objection;
- d) the objection does not contain the required content elements;
- e) it is submitted in relation to a decision made on a previous objection;
- f) no objection is permitted in the given matter;
- g) the objection relates solely to a violation that cannot be remedied by repeating the contested procedure.

The Organiser shall assess the objection within 15 days of receipt; this deadline may be extended once by no more than 15 days.

No further objection or legal remedy may be submitted against the decision made on the objection.

10. LEGAL INFORMATION

By submitting an Application, the Applicant acknowledges that, in the event of being selected, they are obliged to participate in the 360 Design Budapest Exhibition, scheduled to be held from 9 to 19 October 2025, and to present their products during the event. Furthermore, they are required to make the exhibited works available to the HFDA for the duration of the event. The HFDA may use the submitted works exclusively for the purposes defined in the Application Call.

By submitting Annex 2, which forms an integral part of the Application, the Applicant accepts the conditions set out in this Application Call and acknowledges them as binding.

The Organiser has a total of HUF 30,000,000 (thirty million forints) at its disposal to implement the project.

The precise value of the services available to the selected Applicants will be determined in the decision granting the support.

The aid provided under this Call for Applications qualifies as de minimis aid and may only be granted in accordance with the rules set out in Commission Regulation (EU) 2023/2831 of 13 December 2023 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid (hereinafter: General de minimis Regulation).

The gross grant equivalent¹ of general de minimis aid granted in Hungary to a single undertaking² may not exceed the HUF equivalent of EUR 300,000 over any period of 3 years, taking into account Articles 3(8) and 3(9) of the General de minimis Regulation, which lay down additional provisions in the case of mergers, acquisitions, and splits.

The beneficiary undertaking shall declare, in a manner suitable for verifying compliance with the conditions laid down in Article 7(4) of the General De Minimis Regulation, the gross grant equivalent of all de minimis aid received during the 3 years (three times 365 days) preceding the award of the aid.

The granting authority shall issue a certificate to the undertaking, in accordance with Article 7(4) of the General de Minimis Regulation, stating the amount of the aid expressed as a gross grant equivalent, and its de minimis character, referring directly to the General de Minimis Regulation.

For the conversion between euro and forint, the provisions of Section 35 (1) Government Decree 37/2011. (III. 22.) on procedures relating to State aid measures under the competition law of the European Union and on the regional aid map shall apply.

Pursuant to Article 1(1) of the General De Minimis Regulation, general de minimis aid may not be granted in the following cases:

- a) For undertakings engaged in the primary production of fishery and aquaculture products as defined in points (a) and (b) of Article 5 of Regulation (EU) No 1379/2013;

¹ The gross grant equivalent shall be calculated in accordance with Article 4 of the General de minimis Regulation.

² Undertakings considered to be a single undertaking are those defined in Article 2(2) of the General de minimis Regulation.

- b) for undertakings active in the processing and marketing of fishery and aquaculture products as defined in points (a) and (b) of Article 5 of Regulation (EU) No 1379/2013, where the amount of the aid is fixed on the basis of price or quantity of products purchased or put on the market;
- c) to undertakings active in the primary production of agricultural products;
- d) to undertakings active in the processing and marketing of agricultural products, in one of the following cases:
 - i. where the amount of the aid is fixed on the basis of the price or quantity of such products purchased from primary producers or put on the market by the undertakings concerned;
 - ii. where the aid is conditional on being partly or entirely passed on to primary producers;
- e) aid granted to export-related activities towards third countries or Member States, namely aid directly linked to the quantities exported, the establishment and operation of a distribution network or other current expenditure linked to the export activity;
- f) aid contingent upon the use of domestic goods and services over imported goods and services.

Where an undertaking is active in the fisheries or agricultural sectors referred to in paragraph 1, points (a), (b), (c) or (d) of the General De Minimis Regulation and is also active in one or more of the other sectors falling within the scope of the General De Minimis Regulation or has other activities falling within the scope of the General De Minimis Regulation, the General De Minimis Regulation shall apply to aid granted in respect of the latter sectors or activities, provided that the beneficiary undertaking ensures, by relying on appropriate means such as separation of activities or separation of accounts, that the activities in the sectors excluded from the scope of this Regulation do not benefit from the *de minimis* aid granted in accordance with the General De Minimis Regulation.

The aid, except for the aid granted under Commission Regulation (EU) 2023/2832, may be cumulated with other de minimis aid granted under regulations on de minimis aid up to an amount equivalent to 300,000 euros in forints.

General de minimis aid may be cumulated with state aid granted in relation to the same eligible costs or the same risk finance measure, provided that such cumulation does not result in the total amount of aid exceeding the maximum aid intensity or aid amount fixed in the specific circumstances of each case by a block exemption regulation or a decision adopted by the Commission.

Aid payable in several instalments shall be discounted to its value at the moment it is granted. The interest rate to be used for discounting purposes shall be the discount rate³ applicable at the time the aid is granted.

Documents related to the aid must be kept for 10 years following the date of granting, and the beneficiary is required to present them upon request from the granting authority. Information regarding aid provided under the General De Minimis Regulation must be provided within 20 working days upon request by the European Commission.

10.1. Intellectual Property

By submitting the Application, the Applicant declares and warrants that neither the Application as a whole, nor any part thereof, infringes the rights of any third party, and that they possess the necessary consent from the holders of any intellectual property rights needed for submission. By submitting the

³ The applicable reference rate is available at: <https://tvi.kormany.hu/referencia-rata>

application, the Applicant acknowledges that they bear full responsibility, which they accept by submitting the declaration included as a sample in this Call for Applications. The Applicant undertakes that, in the creation of their work, they will only use elements for which they hold full usage rights, either as the holder of intellectual property rights or with the necessary authorisation from the rights holder, allowing them to submit the application and display the subject of the application during the exhibition. The Applicant shall bear sole responsibility for any damage or claims arising from the infringement of third-party intellectual property rights resulting from a breach of this obligation. Applicants may only apply with their own original intellectual creations. Failure to meet this requirement renders the Application invalid. If any violation of this requirement becomes known after the selection process, the Applicant shall be obliged to withdraw from participation and assume liability for any claims (including copyright infringement or other legal grounds) made by third parties against the Organiser. The Applicant shall also reimburse the Organiser for any additional costs incurred as a result of their withdrawal.

10.2. Data Processing

By submitting their application, the Applicant acknowledges that the personal data provided during the application process will be processed by the Organiser in accordance with Article 6(1)(b) of Regulation (EU) 2016/679 of the European Parliament and of the Council (the General Data Protection Regulation – GDPR) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC. The Organiser's organisational units authorised under its rules of procedure, as well as the individuals involved in the selection process, may access such data to the extent necessary for the performance of their tasks. The primary purpose of the data processing by the Organiser is to establish a contractual relationship with the contracting party.

The detailed purposes and other rules regarding the data processing are contained in Annex 4 of this application.

10.3. Miscellaneous

The Organiser is entitled to modify or supplement the call for applications in favour of the Applicant. If the Organiser exercises this right after valid application materials have been submitted, they are obliged to promptly notify the Applicants involved in the application process about the modifications or supplements via email. The Applicant will have 7 days from the notification to amend, modify, or supplement their application if the changes to the call for applications make it necessary. If the Applicant does not wish to participate in the application process under the modified call, they have the right to withdraw their application by submitting a unilateral statement within the deadline provided for modification. The HFDA reserves the right to declare the Application process unsuccessful without announcing any winners if no suitable Application materials are received.

The Organiser reserves the right to change the date and programme of the Exhibition. The Organiser will promptly inform the Applicants of any changes.

The Organiser shall not be held responsible for any changes to the exhibition appearance that may arise from its decisions.

Annexes:

Annex No. 1 Transparency Declaration

Annex No. 2 Application Form

Annex No. 3 Non-Disclosure Statement

Annex No. 4 Privacy Notice

Annex No. 5 Application Checklist

Annex No. 6 De Minimis Declaration

Annex No. 1

Transparency Declaration

1.) Organisation details of the declarant based on the company extract and signature specimen:

I, the undersigned:.....
(registered office:.....,
company registration number / registry number:.....,
tax number:.....,
contact:
represented by:.....)

2.) I, the undersigned (we, the undersigned), authorised representative(s) of the organisation specified in point 1), declare that the company I (we) represent complies with the following requirements, based on which it qualifies as a transparent organisation as per Section 3, Subsection (1), Point b) of Act CXCVI of 2011 on National Assets:

- a) The ownership structure of the organisation and the beneficial owner, as defined by the law on the prevention and suppression of money laundering and the financing of terrorism, are identifiable;
- b) The organisation does not qualify as a controlled foreign corporation under the law on corporate tax and dividend tax;
- c) In the case of any legal entity or business organisation without legal personality that directly or indirectly holds more than 25% ownership, influence, or voting rights in the organisation, the conditions set out in points (a) and (b) are fulfilled, and this economic organisation is domiciled in an EU member state, a country party to the European Economic Area Agreement, a member of the Organisation for Economic Cooperation and Development, or a country with which Hungary has a double taxation avoidance agreement.

3.) I declare (we declare), and confirm with my (our) signature(s), that the statements made in this declaration are true in every respect. I (we) acknowledge that, according to Section 3 (2) of Act CXCVI of 2011 on National Wealth, a contract concluded based on a false statement is null and void.

Budapest, 2025

.....

Applicant's Signature (Authorised Company Representative)

(Locus Sigilli)

Annex No. 2

Application Form

Please note that the application must be submitted in Hungarian, using the Application Form that forms part of this call for applications. The Application Form cannot be altered either in content or format. Handwritten applications cannot be processed.

The Application Form must be submitted fully completed, with answers to all questions, and all required documents attached. If you believe that a particular question on the Project Form is not relevant to your application, please indicate this by writing "not applicable to my application" in the appropriate section of the Application Form.

Please be aware that once submitted, no changes can be made to the content of the application. Any requests for such changes will not be considered.

I. Details of the applicant

Name of the Applicant: (company's legal name)	
Registered office address:	
Place of business / Branch office address:	
Postal address:	
Phone number:	
Email address:	
Website address:	

Date of establishment (date of founding document):	
Registry number (company registration number):	
Tax number/tax identification number:	

Name of the person authorised to represent the organisation: (Signer of the contract, as per the company extract)	
Position:	
Phone number, email address:	
Name of the contact person:	
Phone number, email address:	
Title(s) of the work(s):	
Application category:	

The undersigned, represented by:

..... hereby make the following statement:

I/we have reviewed and accept without reservation or limitation the terms and conditions set out in the call for applications issued by the HFDA Hungarian Fashion & Design Agency Nonprofit Private Limited Company as the Organiser, titled 'Call for Applications for Product Designers, Applied Artists and Fine Artists for the 360 Design Budapest exhibition to be held between 9–19 October 2025'.

I/we declare that the materials presented in the application are my/our exclusive intellectual property.

I/we declare that, should I/we be selected, I/we will fully comply with the tasks outlined in the application call.

By signing this declaration, I/we consent to the HFDA Hungarian Fashion & Design Agency Nonprofit Private Limited Company processing the personal data included in our submitted application materials in accordance with the data processing guidelines set out in the *Privacy Notice* specified in Annexe 4 of the application call.

For subscribing to the newsletter of the HFDA Hungarian Fashion & Design Agency Nonprofit Private Limited Company: (Please underline the appropriate option)

I consent.

I do not consent.

Date: 2025.....

.....

authorised signature

locus sigilli

Annex No. 3

Non-Disclosure Statement

I, the undersigned:.....

(registered office:.....,

company registration number / sole proprietor registration number:
.....,

tax number:.....,

contact:,

represented by:.....)

undertake that, during my cooperation with the HFDA Hungarian Fashion & Design Agency Nonprofit Private Limited Company (registered office: 1126 Budapest, Istenehyi út 18., company registration number: 01-10-049808, tax number: 26338972-2-43, hereinafter: the Company), in relation to the 'Call for Applications for Product Designers, Applied Artists and Fine Artists for the 360 Design Budapest exhibition to be held between 9–19 October 2025' (hereinafter: the Application), I will not disclose or make any information available to third parties without the prior written consent of the Company.

I further undertake to take all reasonable measures to prevent third parties from accessing or becoming aware of any confidential knowledge or information related to the Application or its execution.

By signing this declaration, I expressly acknowledge and undertake that any data or facts that may come to my knowledge in any way in connection with the content and performance of the Application, the Company or its activities — including, but not limited to, the content and details of the Application and the related tasks — shall be considered business secrets. I shall not disclose or make such information accessible to any third party, nor shall I use it for any purpose other than the fulfilment of the tasks set out in the Application. In case I breach the confidentiality obligations set forth in this Statement, I undertake to compensate the Company for the full damage arising from the violation of the confidentiality obligation. I declare that I am aware that the breach of confidentiality obligations can occur either intentionally, negligently, through action or omission. This confidentiality obligation shall remain in effect even if the Application or the tasks contained therein cease for any reason, and shall continue irrespective of the termination.

Budapest, 2025

.....

Applicant's (authorised) signature

(Locus sigilli)

Annex No. 4

Privacy Notice

The full content of the Privacy Notice is uploaded as a separate annexe.

Annex No. 5

Application Checklist

CHECKLIST OF DOCUMENTS TO BE SUBMITTED

Please ensure that the application includes all of the documents listed below, in both Hungarian and English, before submission. If the Applicant submits the Application or its annexes not in the required format or incompletely by the specified deadline, the Issuer will request the Applicant to supplement the Application. Repeatedly submitting an incomplete application will result in the application being deemed invalid.

To facilitate the preparation of the application materials, please mark (☒) the documents included in the submitted application from the list below:

APPLICATION MATERIALS

- ☐ Brand or creative **concept description** (includes core brand/creative principles, standards, target market and audience) – max. 2 pages,
- ☐ Presentation of the object and/or product palette, object and/or product lines (includes images, descriptions, dimensions, main material(s), and technologies) – max. 10 pages,
- ☐ Professional portfolio of the designer(s)/creator(s),
- ☐ Retail gross **price list** of the artwork(s) (**in EUR**),
- ☐ **The selected exhibition category** (Brand/Product, Collectible Design, or Prototype and/or Digital Plan.

Marketing and Communication Package:

- ☐ **Contact details** for the brand/creator: designer(s)/artist(s), sales and press contact (if available),
- ☐ Brand name to appear in the exhibition in both Hungarian and English (please ensure proper use of upper/lowercase letters)
- ☐ **Brand logo** in vector format, if available (.ai, .eps, .pdf, .cdr format, fonts and text converted to outlines in the file)
- ☐ **Brand description** (if available): A third-person summary in Hungarian and English (max. 500 characters, in .docx format), to be used on the website and in printed materials (Suggested content: story, goals, vision, target market/customers, distinguishing brand elements),
- ☐ **A professional bio of the brand's designer(s) or the creator(s), in both Hungarian and English**, for publication on the website and in printed materials (Possible content elements: awards, professional milestones, education, distinctive style/stylistic features, professional credo, sources of inspiration) – length: max. 500 characters, format: .docx
- ☐ A brand/designer **motto**, if available, in Hungarian and English (format: .docx), briefly and concisely summarising the brand or creator

- ☐ **Links to the brand's/designer's website and/or social media platforms** (Facebook, Instagram, LinkedIn), if applicable
- ☐ Three to five **photos** of the work(s) (preferably professional, high-resolution, in colour, in .jpg or .png format, named as follows: Creator's Name to be displayed_Title of the Object),
- ☐ Descriptions of the artwork(s)/product(s), max. 500 characters each, in Hungarian and English, in .docx format (Possible content elements: story, sources of inspiration, distinctive stylistic and/or brand features),
- ☐ List of **professional achievements** to date (awards, exhibition participation),
- ☐ Exact **name(s)** of the work(s)/product(s) **in Hungarian and English, and year of creation**,
- ☐ Designer portrait (in colour, preferably professional and high-resolution, in .jpg or .png format),
- ☐ **Exact specifications and dimensions** of the physical exhibit piece(s)/product(s) (e.g. materials used)
- ☐ **3D model** of the product/object intended for digital exhibition in .3ds or .obj format, including textures.

DECLARATIONS

- ☐ Application Form
- ☐ Transparency Declaration
- ☐ Non-Disclosure Statement

Annex No. 6

DECLARATION

In the case of de minimis aid under Commission Regulation (EU) 2023/2831, Commission Regulation (EU) No 1408/2013, and Commission Regulation (EU) No 717/2014 (hereinafter referred to as: Commission Regulation)

1. Details of the Beneficiary		
Name:		
Tax number:		
Contact:		
Authorised representative:		
E-mail address:		
<i>(please mark with an x if applicable)</i>		
<input type="checkbox"/> Merger within the past three years (3×365 days)		
<input type="checkbox"/> Split within the past three years (3×365 days)		
Date of merger/split:	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border-bottom: 1px solid black; width: 100px;"></div> <div style="border-bottom: 1px solid black; width: 100px;"></div> <div style="border-bottom: 1px solid black; width: 100px;"></div> </div> <div style="display: flex; justify-content: space-around; align-items: center;"> (year) (month) (day) </div>	

2. Information on undertakings considered as a single undertaking	
I declare that under Article 2(2) of the Commission Regulation, the beneficiary is considered a single undertaking together with the following entities:	
Name of undertaking	Tax number

I hereby declare that during the three years (3 × 365 days, or 366 days in a leap year) prior to the signing of this declaration, the beneficiary, as well as any enterprises considered a single undertaking

with the beneficiary pursuant to Article 2(2) of the Commission Regulation, have received the following de minimis aid in Hungary.

This declaration also covers any aid applications submitted by the beneficiary as well as by any undertakings considered to be a single undertaking with the beneficiary for de minimis aid (no declaration is required for applications that have been rejected, only for those still under assessment).

My declaration also includes the data necessary to comply with the provisions set out in Articles 3(8)-(9) of the Commission Regulation.⁴

⁴ In the case of mergers or acquisitions, all prior de minimis aid granted to any of the merging undertakings shall be taken into account when determining whether any new de minimis aid to the new or the acquiring undertaking exceeds the ceiling laid down in paragraph 2. De minimis aid lawfully granted before the merger or acquisition shall remain lawful.

If one undertaking splits into two or more separate undertakings, de minimis aid granted before the split shall be allocated to the undertaking that benefited from it, which is in principle the undertaking taking over the activities for which the de minimis aid was used. If such an allocation is not possible, the de minimis aid shall be allocated proportionately on the basis of the book value of the equity capital of the new undertakings at the effective date of the split.

3. Granted and requested de minimis aid ⁵									
Number	Legal Basis for the Aid (Commission Regulation Number) ⁶	Aid Granting Authority	Beneficiary of the Aid and Purpose	Application Submission Date ⁷	Aid Award Date	Aid Amount		Gross Grant Equivalent ⁸	
						HUF	EUR	HUF	EUR

⁵ It must also be completed for the rules regarding mergers and splits, and for the undertakings covered by the concept of a single undertaking.

⁶ 360/2012/EU, 1407/2013/EU, (EU) 2023/2831, 1408/2013/EU, or 717/2014/EU Commission Regulations.

⁷ In cases where a decision on the aid has not yet been made.

⁸ In accordance with Annexe 2 of Government Decree 37/2011. (III. 22.) on procedures relating to State aid measures under the competition law of the European Union and on the regional aid map [hereinafter: Government Decree 37/2011 (III. 22.)].

General de minimis aid may be cumulated with state aid granted in relation to the same eligible costs or the same risk finance measure, provided that such cumulation does not result in the total amount of aid exceeding the maximum aid intensity or aid amount fixed in the specific circumstances of each case by a block exemption regulation or a decision adopted by the Commission. Accordingly, I hereby declare the following in relation to the beneficiary.⁹

This declaration also extends to clarify which aid request the beneficiary has submitted that contains eligible costs identical to those covered by the de minimis support referenced in this declaration, or which risk-financing measure the beneficiary has applied for, and for which they are also requesting the de minimis aid outlined in this declaration (applications that have been rejected do not need to be declared, only those that are under evaluation).

⁹ Here, only the beneficiary needs to make a declaration; the rules regarding mergers and splits, as well as undertakings affected by the concept of a single undertaking, do not need to be addressed.

4. Data regarding state aid granted for the same eligible costs or the same risk finance measure to the de minimis aid										
Num ber	Legal Basis for the Aid [EU state aid rules, e.g. Commission Regulation (EU) No 651/2014]	Aid Granting Authority	Aid Category (e.g. regional investment aid)	Application Submission Date ¹⁰	Aid Award Date	Total amount of eligible costs at present value		Gross grant equivalent for state aid provided in relation to the same risk finance measure / gross grant equivalent for state aid provided in relation to the same eligible costs ¹¹		Maximum aid intensity (%) or maximum aid amount
						HUF	EUR	HUF	EUR ¹²	

¹⁰ In cases where a decision on the aid has not yet been made.

¹¹ Based on Annexe 2 of Government Decree 37/2011 (III. 22.).

¹² According to Section 35(1) of Government Decree 37/2011 (III. 22.), the following must be calculated: *Unless otherwise specified by the EU-compliant support measure, for the purpose of applying the amount defined in euros under EU state aid rules, the exchange rate from forints to euros must be based on the exchange rate published by the Hungarian National Bank on the last day of the month preceding the month of the support award, with two decimal places.*

I declare that I am the authorised representative of the beneficiary and that the information provided above is correct.

I consent to the transfer of the above data to the relevant authorities by the data controller.

I acknowledge that if, during the period between the date of this declaration and the award¹³ of the aid, any other de minimis or other aid relevant for the purpose of aid cumulation is granted to the beneficiary, the beneficiary is obliged to immediately inform the grantor of this – even before the award of the aid specified in this declaration – and is required to issue a revised version of this declaration with the appropriate modifications.

Date:

.....

Beneficiary

(signature, stamp)

¹³ De minimis aid shall be deemed granted at the moment that the legal right to receive the aid is conferred on the undertaking under the applicable national legal regime, irrespective of the date of payment of the de minimis aid to the undertaking. In the case of a contract containing de minimis aid, this date is typically the date of the contract.