

APPLICATION PROCESS

FOR DESIGN BRANDS TO TAKE PART IN

„360 Design Budapest”

APPLICATION DEADLINE

2020.09.21.



**HUNGARIAN
FASHION
AND DESIGN
AGENCY**

APPLICATION PROCESS FOR DESIGN BRANDS TO TAKE PART IN THE OFFLINE AND ONLINE EXHIBITION FOR DESIGN OBJECTS (BETWEEN 8-10. OCTOBER 2020) AS PART OF THE EVENT SERIES NAMED 360 DESIGN BUDAPEST

1. SUBJECT OF CALL FOR PROPOSALS

The Hungarian Fashion & Design Agency, for the third year in a row, has been a professional partner of Hungary’s largest design event, Budapest Design Week, in the framework of which it will launch a physical exhibition and digital platform called 360 Design Budapest in 2020. The event provides an opportunity to meet design brands both online and offline, which is now even more important in the current changed economic situation when designers’ relationship with customers determines their position in the market.

360 Design Budapest is a new, innovative future event of the Hungarian and regional design scene. The contemporary design world is forced to change and evolve due to the effects of COVID. The event presenting the current state of our cultural objects must coexist in the real, physical space and the digital world so that the flow of information between designers, distributors, manufacturers and customers is free and unrestricted. Contemporary design is an integral part of our daily lives and is present in all areas, and leads the way as a perfect, ideal boundary between aesthetics and functionality, which must now help us in our renewed everyday life, during the social transformation following coronavirus.

Within the framework of 360 Design Budapest, there will be an opportunity for domestic and foreign designers to introduce their works online and offline in an exhibition in Budapest between October 8-10, 2020.

The Hungarian designers will be presented at the physical exhibition through the concept of 10 interior space corners, of which a digital, panoramic image footage will also be available to the design-sensitive audience. The event presents the uniqueness and speciality of Hungarian design through the works of outstanding Hungarian designers. We will be placing the works of designers in the physically realized space whose works also have received international recognitions and publications, and their products are marketable and forward-thinking. The goal is to create an exhibition in which all products are domestic design products, however,

the selection, the tone of the exhibition, and the nature of the event are as if we were visiting any major design city in the world. This also makes it clear to a wider audience that domestic design is at a world-class level. The digital exhibition will appear on the mirrors of the physical exhibition in the online space, which, in addition to Hungarian designers, will also present the products of regional designers, in order to strengthen Hungary’s central role in the region.

1.1. Sectoral Aim

The HFDA, recognizing the creative and business potential of the Hungarian design industry - which stems from the strong cultural, economic and social embeddedness of the sector - has announced an application process for 360 Design Budapest aimed at promoting the professional and business success of Hungarian design brands and maintaining long-term domestic and international markets. The development and future results of the Hungarian design brands with the strongest creative potential can contribute to the growth and performance of the Hungarian creative industry in the short and medium-term, and by doing so, strengthening the international design position of Hungary and Budapest.

2. AIM OF THE CALL FOR PROPOSALS

The physical exhibition is intended to present design products that point out that it is possible to, and we can fill our living spaces and everyday lives with 100% Hungarian design products.

Further, the aim of the digital exhibition is to give middle- and mature-level design companies and designers the opportunity to present themselves, who are able to appear independently, in a uniform mode on high quality, international stage, and their supply chain and production capacity is able to cater to a higher number of orders.

By organising online and offline exhibitions, the main goal of the Hungarian Fashion & Design Agency is to create opportunities for Hungarian design companies to establish relationships with consumers and encourage their sales, even in the current changed economic situation, and to draw attention to the creative power of Hungarian design and to strengthen Hungary’s central role in the region and in the design industry.

3. CONDITIONS OF APPLICATION

To apply and participate, the following conditions must be met simultaneously:

Applicants:

Designer, object designer or design studio operating as a sole proprietor or business company

We are looking for Hungarian and regional (Central and Eastern European) designers to appear at the physical exhibition.

Application Criteria:

The applicant must have a product or product family created and made with its own design and mainly through the domestic supply chain, is not older than 5 years, and can be manufactured at the time of application, in one of the following categories:

- furniture
- electrical lighting
- textiles (except: clothing, accessories)
- carpets
- other concrete-, plaster-, cement- and stone products
- household ceramics
- hollow glass
- other plastic products

- Holds manufacturing capacity
- A working, active website

During the selection process the following will be considered as a competitive advantage:

- Press appearances in relevant, professional press outlets
- Professional Awards

4. APPLICATION DOCUMENTS

It is the applicant’s responsibility to submit the documents corresponding to the following content (Application Material) in PDF format:

- Professional portfolio of the brand’s designer (s) - up to 10 pages

- Product range, presentation of product families (pictures and description) - up to 10 pages in total, max 2 pages / product

- The product to be physically exhibited: data, dimensions, photos

- For digital material: a 3D model of the design products produced and presented by the designer, in 3D or object format, with textures

- Photos of the products realized for the submitted models

5. APPLICATION PROCESS

The scope of applications, conditions for participation: Designers, object designers or design studios may participate in the call for proposals, provided that the members closely related to the design brand (designer, owner, creative community) are only entitled to submit the application jointly.

By submitting the application, the applicant acknowledges that the conditions of the call are binding on him / her and declares that none of the conditions set out in 5.1. are a valid for the applicant.

5.1. Reasons for exclusion:

The Authority excludes the application of the Applicant based on the following:

a) The applicant does not fulfill the conditions of point 1 of paragraph 1 of article 3 of the Act 196 of 2011 regarding transparency requirements,

b) The applicant is the subject of bankruptcy, liquidation, compulsory winding-up proceedings / forced cancellation, or is the subject of enforcement proceedings,

c) Against whom there is a reason for a conflict of interest, and the Applicant is:

- A member of the jury or a relative of the members of the jury as defined in the Civil Code,

- An entity in which the chief executive officer, member of the supervisory board, or a member with a shareholding in the entity, or a relative of them, is a member of the jury, or an entity with which any of the announced members of the jury is employed or otherwise employed in another form,

d) The Applicant provides false information in the application material,

e) The application does not meet the conditions set out in the call

The applicant is subject to the provisions of a) to d) of this call by completing the No. 2 document attached as an annex.

5.2. Questions and answers

The opportunity is provided for applicants to send their questions related to the call to the following e-mail address: design@hfd.hu (Subject line field: “360 Design Budapest” 2020).

6. APPLICATION DEADLINE, APPLICATION ATTACHMENTS

Application Deadline: Midnight, Monday, 21th of September 2020.

Mandatory annexes to the submitted application material (together with the documents specified in point 4):

- Annex 1. Application form
- Annex 2 Declaration of transparency and conflict of interest
- Annex 3: Declaration for application
- Annex 4: Confidentiality declaration
- Annex 5: Privacy policy

The application is submitted by sending the application materials and related attachments to the e-mail address design@hfd.hu (Subject field line: 360 Design Budapest) and / or by accessing the Internet repository created by the Applicant. The Authority will download the application material from the repository within 2 working days, and will notify the Applicant by e-mail within 3 working days about the opening and readability of the sent / downloaded application material. It is the applicant’s responsibility to submit the application material by the given deadline.

Submission is considered complete within the deadline if the Contracting Authority notifies the applicant by e-mail that the application material has been received

7. ASSESSMENT OF THE APPLICATION

The application materials received for the tender will be judged by a professional jury invited by the Authority. No opportunity for objection to the jury’s decision will be given.

The jury will judge the applications and select the participants who will be able to present themselves offline and online within 8 days of the submission deadline. Applicants will be notified of the result via the e-mail provided during the application.

If the applicant does not submit the application material or its annexes in the prescribed form or the application material is incomplete by the announced deadline, the Authority will request the applicant to rectify these points within 2 working days. The rectification may be submitted within 2 working days of receiving the notification, provided that the deadline for rectification starts from the day following the receipt of the notification. Submission of an incompleted application will result in the invalidity of the application.

The Authority will not reimburse the costs incurred by the Applicants in connection with the production of the Application Materials and the submission of their applications

7.1. The Professional Jury

Zsófia Bata-Jakab, CEO, on behalf of the Hungarian Fashion & Design Agency, and / or Árpád Keresztury, Design Director.

Professional Participants:

- Judit Horváth , PhD – Head of Contemporary Design Department at the Museum of Applied Arts

- Gergely Hosszú – Co&Co Designcommunications Kft., Co-Founder, Numerous Red Dot Award-Winning Designer
- Barbara Majcher – Leading Deneral Council, Hungarian Design Council
- Gáspár Bonta – GASPARBONTA&Partner, Owner and Lead Designer

Aspects considered by the professional jury during the evaluation process:

- Originality and uniqueness of the brand
- Domestic and international business potential of the brand
- The fit with the concept of the exhibition

Concept: The event presents the uniqueness and speciality of Hungarian design through the works of outstanding Hungarian designers. through the works of outstanding Hungarian designers. We will be placing the works of designers in the physically realized space whose works also have received international recognitions and publications, and their products are marketable and forward-thinking. The aim is to create an exhibition in which all products

are domestic design products, however the selection, the tone of the exhibition, and the nature of the event is as if we were visiting any major design city in the world.

8. LEGAL INFORMATION

By submitting the mandatory 3rd annex, applicant accepts the terms of present call, and acknowledges them as binding.

8.1. Own intellectual property

By submitting the application, the applicant declares and warrants that as for the work submitted as an application, neither the entire work nor part thereof infringes the right of a third party. By submitting the application, the applicant understands that the applicant bears full responsibility therefor, that is undertaken by the applicant by submitting the declaration made after the sample declaration attached to this call. Applicant undertakes that for the material prepared for the application he/she will only use elements that he/she entirely has the right of use. Applicant is fully liable for the damages arising from the breach of such obligation. Applicant may only submit his/her own intellectual property. If he/she does not fulfill this obligation, the application shall become void. If this fact becomes known after the selection process, this applicant shall rescind from the participation, and shall be liable for any claim made against the tenderer for intellectual property infringement or for any other reason.

8.2. Submission of an objection

During the course of the grant procedure, the applicant may submit an objection, particularly if the process of:

- application for the grant,
- making the decision about the grant,

is unlawful or violates either the call or the grant agreement.

Objection may be submitted in writing within the deadline of prescribed for the act or omission that is subject to the objection, or in lack thereof within 10 days from learning thereof the, but at latest within 30 days from the occurrence thereof. If the deadline for the submission is missed, no justification for the late submission may be submitted.

- The objection shall be addressed to the Grant Provider, and shall be sent to design@hfda.hu e-mail address.
- Applicant may only one objection against the same act or decision.

Objection shall contain:

- a) Name, registered seat or address of the submitter, and - in

- case of a legal person – the name of the submitter’s representative,
- b) the information required for the identification of the Grant Application that the objection addresses,
- c) indication of the act or the omission against which the objection is made
- d) description of the facts on which the objection is based, and the indication of the statutory regulations infringed by the act or the omission thereof,
- e) in case of non-electronic correspondence, the signature of the submitter of the objection

The objection shall be dismissed without decision on its merits if

- a) it is submitted after the deadline
- b) submitted by someone who is not eligible,
- c) identical with the previous one,
- d) the objection does not include the mandatory elements,
- e) submitted against a decision made regarding a previous objection,
- f) submission of an objection is not permitted,
- g) objection is exclusively submitted against a breach that can not be rectified by repetition of the procedure

If the Grant Provider dismisses the objection, or the dismissal without decision on merits is unjustified, the Grant Provider – for further measures shall send the objection to the Cabinet Office of the Prime Minister, and shall attach its opinion thereabout. The Cabinet Office of the Prime Minister shall decide on its merit within thirty days that can be extended by an additional thirty days once.

An objection cannot be submitted against the decision made regarding the objection, and no other legal remedy is available against it.

Annexes:

- Annex 1. Application form
- Annex 2 Declaration of transparency and conflict of interest
- Annex 3: Declaration for application
- Annex 4: Confidentiality declaration
- Annex 5: Privacy policy

APPLICATION FORM

The application form is to be submitted in full, each question is required to be answered and the required documents need to be submitted.

Neither the form nor the content of the application form may be changed.

I. Data of the applicant

| | |
|---|--|
| Name of the applicant: (company name) | |
| Please indicate whether the Applicant is a Designer or Design Studio, registered as a Sole Proprietor or Company (please indicate the company form) | |
| Registered seat / Location of Headquarters: | |
| Postal address: | |
| Phone number: | |
| Fax number: | |
| E-mail address: | |
| Website address: | |
| Other social media links: | |
| Tax Number / Tax Identification Number of the Applicant: | |

| | |
|---------------------------------|--|
| Representative: | |
| Position: | |
| Phone number; e-mail address: | |
| Contact person; e-mail address: | |
| Phone number; e-mail address: | |

Date :

.....
OFFICIAL SIGNATURE

DECLARATION OF TRANSPARENCY AND CONFLICT OF INTEREST

The undersigned.....

Registered seat/address:.....,

company registration number :.....

tax number/tax identification number:, representative:.....

by signing present declaration I hereby declare that I fulfill the conditions of point 1 of paragraph 1 of article 3 of the Act 196 of 2011 on national assets, and I am not subject to the disqualification conditions laid out in point 5.1. of present call.

Simultaneously, I hereby declare that I am/our company is not subject to the disqualification conditions laid out in the call.

Budapest, 2020.

.....

(official) signature of the applicant

(add stamp)

DECLARATION FOR APPLICATION

The undersigned

(applicant),

Represented by:

herein make the following declaration:

We have examined and unconditionally accept the terms of the tender issued by Magyar Divat & Design Nonprofit Zrt., as contracting authority with the subject of „Year 2020. 360 Design Budapest participation in offline and online exhibition”.

We hereby declare that the works submitted for the tender is/are entirely our own intellectual property.

We declare that if we are selected as a winning participant, we will conclude the cooperation agreement with the terms determined in the call, and we will entirely fulfill our tasks determined in the call.

By signing present declaration, I hereby grant my permission for the Hungarian Fashion & Design Agency to process my data in our submitted application in line with the privacy policy attached as annex 5. to present call.

I hereby grant my consent for subscription to the newsletter of Hungarian Fashion & Design Agency:

(Please underline) Yes/No

Budapest, 2020.

.....

(official) signature of the applicant

(add stamp)

CONFIDENTIALITY DECLARATION

The undersigned,.....

Mother's maiden name:

Address:....., as a sole proprietor/business entity

Registered seat:.....

Company registration number:.....

Tax number/tax identification number:.....

hereby undertake that during the term of the cooperation with Hungarian Fashion and Design Agency Nonprofit Zrt. (registered seat: 1027 Budapest, Kacska u. 15-23., company registration number: 01-10-049808, tax number: 26338972-4-41, group tax number: 17782517-5-41 hereinafter: Company) for the tender „Year 2020. 360 Design Budapest participation in offline and online exhibition”. (hereinafter: the call) and regarding the content thereof I will not disclose any information to a third party or to the general public without the prior written permission of the Company.

Furthermore, I hereby declare that I'll make every effort to prevent a third party gaining access or to learn of any confidential knowledge or information connected to the Application or performance thereof.

By signing the present declaration, I hereby expressly acknowledge and undertake that any data or/and facts that come to my knowledge in connection to an with the content and performance of the Application about the operation and the activity of the Company, including but not limited to the existence, content and details of the Application are qualified as business secret, which I may not disclose to a third party, may not make it available to the general public and may not use it for any purpose other than the performance of the Application. If it is established that I have breached my confidentiality obligation under present Declaration, I undertake to fully reimburse the Company for the damages occurred in connection therewith. I hereby declare that I am aware that the confidentiality obligation can be breached either intentionally or unintentionally either with a deliberate act or an omission. The present confidentiality obligation is not affected by the termination of the Tender for any reason, and is continuous regardless the termination.

Budapest, 2020

.....
(official) signature of the applicant
(add stamp)

PRIVACY POLICY

The Privacy Policy in its complete form will be uploaded in a separate document.