

100% Design / Hidden Art Competition 2010

Hidden Art members are invited to enter a competition to win feature space within 100% Design, 23 – 26 September 2010, Earls Court, London.

This will be the third year that the competition has taken place and provides Hidden Art members with an exclusive opportunity to show at 100% Design without the associated costs of buying a stand. Just one winner will be selected. Applications will need to be received by 5pm on 31st March 2010.

The brief

Entrants should send their feature concept using a maximum of 2 pages in pdf or PowerPoint format to peter.massey@reedexpo.co.uk by 5pm on 31st march 2010, taking into account the following:

- The winner will occupy a space on the central feature boulevard.
- Please specify needs between 6m² to 60m²
- The concept may make use of floor or “air“ space
- The theme for 100% Design 2010 is inspiration, participation and collaboration
- The feature boulevard colour palette is white
- Entrants should consider Jam’s creative vision for the feature boulevard, see below
- The winner will be selected by Jam Design and 100% Design. The judges decision is final

Jam’s Creative vision for 100% Design 2010’s Feature Boulevard

As in 2009, we will again be using the central boulevard as a theatrical, energetic spine and way-finding device through the show that will be populated with inspiring Features. The aspiration is to bring a playful and well curated experience to the design fair.

Participation, collaboration and inspiration are the key themes for the boulevard. The Features will create a fluid experience of installations that visitors and exhibitors can be a part of, catch a glimpse of, or merely hear about. It is about creating moments and telling stories that people will hold in their memories.

We throw open the doors to the worlds of fashion, architecture, technology and art; all things that design inspiration can be drawn from; untold narratives, behind the scenes magic, lost values. There are no lines drawn to say what we ‘think’ should be in a show like 100% Design; as we saw with the bike feature in 2009, people are inspired by a magnitude of industries. What is apparent is that design is the cream of every industry.

JAM will be curating a thread of white interventions throughout the boulevard that will play as a visual link throughout the space. We envisage that these designed elements will interweave between the Features, tying the different narratives and space together.

Space on the boulevard is limited; Features will be given more breathing space this year. Feature installations will be allocated space at no cost, on the centre stage in the show, and the area will be carpeted. Any other costs on top of this (lighting, electrics, staff) is to be covered by the feature holders or sponsor. Feature spaces cannot be used as a commercial platform on any level; it is all about the narrative and engagement of people in an unexpected context.