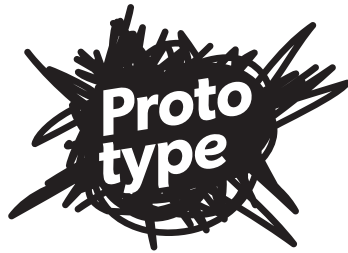


Studio North



Showcase your limited-edition or custom collection to 55,000 industry, media and public attendees as part of the IDS emerging designer platform, Studio North. Welcoming over 65 Canadian and international furniture, lighting, glass, ceramics, textiles and surface designers of the highest caliber, Studio North is the go-to for what's new and next in design.



Participation Options:

Studio North

5' x 5' Exhibit Space:

This is ideal for the designer-maker who wants to show one large piece or a small collection of one-off or limited-edition work within a 25 sq.ft. space. The space includes 8-foot-high hard walls, signage and one 700 watt outlet. The flooring provided is concrete throughout the entire Studio North section. **The cost for accepted work is:**

5' x 5' = \$1,595 CAD + HST

Studio Exhibit Space:

This space allows a designer to showcase a range from their collection. Booth sizes are offered in 5-foot depth only. The space includes 8-foot-high hard walls, signage and one 700 watt outlet. The flooring provided is concrete throughout the entire Studio North section.

The cost for accepted work is:

5'x 10' = \$2,995 CAD + HST

5' x 15' = \$3,975 CAD + HST

Eligibility:

Entry is open to independent designers and studios (no manufacturers).

Evaluation & Selection Criteria for Studio North:

- Function
- Aesthetics
- Use of Materials
- Quality
- Originality
- Design Innovation
- Sustainability

Application Procedure:

All submissions are juried to ensure quality and design integrity. This is a two-part application, where you must submit documentation of your work and also the application provided by IDS. Applications that do not have both parts and are not in a PDF format will not be considered.

Application for 5' x 5' and 5' x 10' spaces:

To be considered for this section of Studio North, we recommend that you show a body of your work as well as new work that you are considering showing at our event. Provide some documentation with the images you are submitting – this can include the inspiration for your work, materials you are using, as well as company/designer profile.

Studio Marion, Prototype winner

“Exhibiting at IDS Prototype turned out to be exactly what I needed after recently starting my own home-based furniture design studio. Not only was I was thrilled to have my first solo chair receive so much attention from the design industry and general public, but it was also a really enjoyable experience. The incredible show staff made the logistics of exhibiting so easy, and IDS itself had a relaxed, almost celebratory spirit. Prototype, which turned out to be a must-see destination for most attendees, became a lively central hub in which to connect with friends, colleagues and new potential clients. I met so many talented and supportive designers over the course of the show and came away inspired, exhausted and motivated. I would encourage any independent product designer looking for a platform for their new work to exhibit at IDS Prototype.

Prototype

Prototype is a platform within Studio North, featuring products not currently in production and addressing new ideas for the residential market. Past prototypes have featured both to-market and conceptual works. All submissions are juried and require a \$25 CAD non-refundable application fee. Please note if you are accepted, you will be part of a group exhibit.

The cost for accepted work: \$600CAD + HST*

* If you are submitting a lighting or electrical product, it must have Canadian approved certification markings. Note: any lighting or wiring that is not factory assembled must be approved by an accredited approval agency for parts and assembly. You will also be responsible for on-site electrical power fees and hanging costs, if required.

Application for Prototype:

A maximum of three objects will be considered per application. We recommend that you submit either detailed CAD drawings or actual images of your prototypes with a description of your work including dimensions, materials, weight and installation requirements, as well as function, market potential and a company/designer profile.

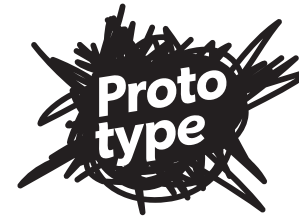
Jury Dates

June 19, 2020

October 16, 2020



Interior Design Show Toronto Jan 21-24 2021



Company Name (this is the name which will appear on your signage):

Contact: Address:

City: Province/State: Postal/Zip Code:

Tel: Mobile:

Email:

Website:

Please indicate which section you would like your work to be considered for:

Studio North

- 5' x 5' = \$1,595 CAD + HST
- 5' x 10' = \$2,995 CAD + HST
- 5' x 15' = \$3,975 CAD + HST

Fees for Studio North include walls, signage and electrical (700W for 25 SQ FT, 1500W for 50 SQ FT and higher). \$500 deposit upon acceptance, 50% due within 30 days, balance due within 60 days.

- Prototype**
\$600 CAD + HST plus \$25 CAD non-refundable application fee. If accepted, a balance of \$600 CAD + HST is due within 30 days.

Please Indicate Your Payment Method:

- Please find a cheque* attached

*make cheque payable to Informa Canada

- Please debit Visa / Amex / MasterCard:

*Credit charges will appear as "Informa Canada Inc."

Card Number: Expiry Date:

Name on Card: Signature:

Please return this form to our office via fax or mail – Attention: Nina Eksir

Email: nina.eksir@informa.com

Fax: (416) 927-0862

Please note: For PCI compliance, credit card details can only be faxed or mailed. Please do not send by email!

Mail: Nina Eksir
Informa Canada – Interior Design Show
20 Eglinton Ave. W., #1200
Toronto ON M4R 1K8
Attn: Booth Jury Committee

Produced by
informa

Please Note:

These points must be followed should you be accepted into the Studio North section:

- The signage provided is a standard font in order to create a unified look within the space. Spaces will have rectangular flag signs that extend out from the booth side walls.
- You cannot provide your own signage without written consent from show management.
- You cannot paint the booth wall without written consent from show management.
- You cannot adhere any wallpaper to the wall or use any type of adhesive to affix product to the wall.
- Only finishing nails and small wood screws can be affixed to the walls and must be removed at show close.
- Pieces hung from the walls must not exceed a maximum of 30 lbs per 5' wide panel. Special arrangements must be made for heavier items.
- The flooring provided throughout the entire Studio North section is one contiguous colour and material.
- Electricity is included with the cost of your space. The power will be delivered to the top of the booth wall; you must bring your own power bars and/or extension cords. Studio spaces (5' x 10' or larger) will each receive a 1500W / 12A power outlet. 5' x 5' spaces will have shared electrical power that is approx. 700W / 12A). If you require additional power you must make arrangements by completing the service order form in the exhibitor kit.
- You will be responsible for your own lighting (lighting is mandatory). If you plan to bring clip-on lights please note that most light fixture clamps can't span the width of the wall thickness and you must therefore rent or bring your own 2" x 2" strip for the top of the wall. Rental forms for lights will be available in the exhibitor kit. You will be responsible for keeping the wires at the top of your walls tidy.
- You must be prepared to move out on the Sunday evening when the show closes. No exhibit materials can be left past 10:00 pm, January 24, 2021.

This is a two part application:

1. The first part is the PDF listing your work, with images of your work, emailed to prototype@interiordesignshow.com.
2. The second part is the payment form. We will require both in order to consider your application (fax or mail only if paying by credit card).
3. If you are sharing the space with someone else, you must also include examples of their work and indicate this on the application form.