

**EDIT NAPOLI**



Kingdom of the Netherlands

# **OPEN CALL**

**YOUNG DUTCH TITANS @ EDIT NAPOLI**

**29 - 31 October 2021**



## **OPEN CALL YOUNG DUTCH TITANS @ EDIT NAPOLI**

EDIT and the Embassy and the Consulate-General of the Kingdom of the Netherlands in Italy launch a special open call for young Dutch designers, artisans and makers who wish to showcase their work at the forthcoming edition of EDIT Napoli (October 29th-31st, 2021). Applicants must be individuals under 30 years of age or studios that were established not earlier than in 2018. Their pieces must have passed the prototype stage and be real products ready for the market. The selected exhibitors (up to 5) will share a space in the Seminario section of the fair. Thanks to the partnership with the Dutch diplomatic mission in Italy, no participation fees are required. Deadline for application is July 31st (see full Terms of Participation).

### **THE PROJECT**

The Embassy of the Netherlands in Rome and the Consulate-General in Milan are committed to supporting Dutch creative talents in Italy. With Young Dutch Titans, they aim at providing a stage to emerging designers and design studios based in the Netherlands by covering participation fees through a partnership with EDIT Napoli, an innovative design fair set to take place in Naples on October 29th-31st. The works to be showcased will be selected by EDIT Napoli's curatorial team based on their quality, their adherence to the fair's spirit and their readiness for the market.

### **THE FAIR**

EDIT Napoli is an innovative design fair created to support, promote and celebrate a new generation of designers. It breaks from traditional formats choosing to focus exclusively on the rise of the designer-maker who is at the forefront of a movement challenging the traditional chain of production and distribution. EDIT Napoli scouts designers and makers that value quality over quantity, showcasing collections that are usually produced on a small-scale, but could be suitable for industrial production. It encourages distinctive work with an emphasis on the process, the use and applications of materials, and recognises the essence of handmade and the value of design pieces as conduits of collective memory. The first and the second edition of EDIT Napoli have attracted over 10,000 attendees. More than 100 exhibitors, including well-known designers, emerging talents, and established producers, manufacturers and artisans, chose EDIT Napoli to present their new products, original collaborations and exclusive collections.

### **THE LOCATION**

The fair is held in the historical Complesso Monumentale di San Domenico Maggiore – a beautiful building from the 13th century in the heart of Naples – aiming to forge partnerships between exhibitors and thought leaders of the design world with a strong focus on international buyers and retailers.



## THE SEMINARIO SECTION

Seminario is the section dedicated to the youngest exhibitors, designers, artisans and makers under 30 or studios that were established not earlier than in 2018. It is a shared space, a choral dimension that embodies a large collective house in which everyone has their own place and their own voice. A way to start talking about one's own design concept and to grow within a debate, combining research and experimentation with fundamental entrepreneurial skills.

## PRIZE

EDIT Napoli put together a team of international design experts to choose the best unreleased product. The winning collection embodies the distinctive qualities of EDIT Napoli: intelligent design with an emphasis on the process, a tie to heritage, and a sensible price. This year's jury is composed by Andrea Trimarchi & Simone Farresin (FormaFantasma), Dorothee Meilichzon (Chzon), Monica Khemsurov & Jill Singer (Sight Unseen), and Alessandro Valenti (Elle Decor Italia).

## Art. 1 Subject

This regulation concerns the conditions and procedures for the selection and participation in the Young Dutch Titans project, part of the EDIT event, which will take place in Naples from 29th to 31st October 2021, with the opening by invitation-only on 28th October 2021. Young Dutch Titans is a partnership between EDIT Napoli and the Embassy and the Consulate-General of the Kingdom of the Netherlands in Italy, and aims at promoting visibility of young Dutch designers and studios. Selected works will be showcased in the Seminario section of the fair, an exhibition space shared by emerging young talents and curated by Emilia Petruccelli and Domitilla Dardi.

Specifically, EDIT Napoli offers the following services:

- A shared and collective exhibition space designed as a large living area.
- A set-up of the exhibition area, curated by Emilia Petruccelli and Domitilla Dardi.
- The lighting set-up of the exhibition space.
- Photographic reportage.
- Digital invitations and mailing list management.
- Event logistic support (excluding dismantling and packing of crates/boxes).
- The promotion of the initiative through EDIT Napoli's media channels.
- A one year dedicated profile for the brand/designer in ATLANTE: a new research tool for buyers and professionals, which will enable them to explore the world of international design authors.
- Insurance of the exhibition space (theft and damage).



## Art. 2

### Conditions and process for selection and participation

The Young Dutch Titans project is dedicated to designers aged 30 and under or studios that were established not earlier than in 2018. Applicants must be based in the Netherlands. The EDIT Napoli's curatorial team will select the young exhibitors on the basis of the characteristics of the design products presented by the candidates, via a portfolio or website during the online application period. EDIT Napoli will select one or more objects from each exhibitor's collection and will set up a shared exhibition area within the Seminario section of the fair. EDIT Napoli will communicate the outcome of the evaluation of the application by an official email. No participation fee is required.

Conditions for participation:

Each participant must be a craftsperson, a designer or a collective/small company.

- In order to be selected, a product must meet the following criteria:
- Be replicable and ready for the market; no unique pieces, no limited series
- Be representative of the brand's design vision
- Be related to the domestic sphere: living area, dining table, bedroom, study, outdoor area, textile accessories, decorative objects, ornaments, lighting design or bathroom.

Each candidate must also provide the following information:

- Brand name
- Product typology
- Website
- Product portfolio with indication of prices
- Delivery time for the products ordered from the portfolio
- Participation in previous fairs
- Existing sale channels (dealers, shops, online platforms, etc.)
- Contacts (email, phone, address)

Deadline for application: July 31st, 2021

Applications can be submitted via email to the following address: [joinus@editnapoli.com](mailto:joinus@editnapoli.com)

## Art. 3

### Obligations for exhibitors

The exhibitor will cover transportation costs and provide, if necessary, promotional material (flyers, brochures, business cards, etc.).

The exhibitor undertakes to send the selected products to the Complesso Monumentale di San Domenico Maggiore, by vehicle or by courier, by 26th October 2021.

The exhibitor shall be responsible for packing and shipping the crates A/R.



## **Art. 4**

### **Promotion of the event**

EDIT Napoli retains the right to use images produced during the event to create advertising material linked to the promotion of the event itself; as well as exercising the right to use the name of the selected exhibitors for potential promotional campaigns on social networks [including, but not limited to: Instagram, Youtube, Vimeo, Facebook, and [www.editnapoli.com](http://www.editnapoli.com)].

With this purpose, the brand undertakes to provide EDIT Napoli with support material upon request within 15 days.

EDIT Napoli expressly reserves the right to combine the initiative with a sponsorship activity, and to remain as the exclusive right holder of the event. The sponsor logo may be present in any place related to the event or in any initiative for the promotion of the event itself (i.e. on posters, on potential tabular advertising in newspapers and magazines of the sector, on any documentation related to the event, press conferences and the related initiatives, as well as on all promotional and advertising material, posters, invitations, coupons, press folders, promo projection before the event, etc.)

Moreover, EDIT Napoli offers support services for the promotion and distribution of portfolio products with processes, costs and times that may be governed by a separate contractual relationship, as this activity is excluded from the services offered by joining the EDIT Napoli 2021 event on 29th – 30th – 31st October 2021 (opening by invitation on 28th of October 2021).

## **Art. 5**

### **Right to reproduction**

The selected exhibitors authorize EDIT Napoli to take photos, audio and/or video footage, and use them exclusively and without time and/or territorial restrictions in the promotional channels linked to the initiative, by giving full consent to the possible use of their image, as the fair represents a public event.

## **Art. 6**

### **Renunciation of participation**

Should the exhibitor deem to cancel his/her participation he/she must communicate it, in writing by registered letter to the registered office of Tide srl Via Starza 41, Sant'Agata De' Goti and by email by no later than 1st September 2021.

## **Art. 7**

### **Conflict resolution**

In the event of any dispute arising between the parties, the exhibitor expressly declares and accepts that the court of exclusive jurisdiction will be the Civil Court of Rome.

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## **Art. 8 Definition**

EDIT Napoli is a trade fair that features design exhibitors as its counterparts, who are considered to be professionals in the sector. It does not expressly target consumers and therefore, the special consumer discipline is not applicable.

Team EDIT Napoli  
[joinus@editnapoli.com](mailto:joinus@editnapoli.com)