

# ND New Designers

Part 1 27-30 June 2018

Part 2 04-07 July 2018

# One Year On

New Designers is proud to present One Year On.

**We would like to invite you to apply to exhibit in One Year On 2018, an exciting and exclusive opportunity for designers in their 1<sup>st</sup> year of business.**

One Year On is a destination feature within New Designers that presents emerging, entrepreneurial designers with a strong body of work. It runs across both weeks of the show and covers all disciplines.

It is one of the busiest zones of New Designers and is an unmissable destination for buyers, collectors and press alike. With up to 15,000 visitors to the show each year this is a fantastic opportunity for you to be involved.

Participating in One Year On also offers extensive opportunities for PR and marketing through our dedicated PR team. Previous One Year On Exhibitors have been featured in publications such as The Guardian, The Observer Magazine, Elle Decoration and many more.

## If you:

- Want to meet potential employers, buyers, press and industry professionals
- Have a professional attitude and are enthusiastic about your work and business
- Are committed to taking part and want to be discovered



Ana Jaks – One Year On Exhibitor 2016



Grace Hamilton – One Year On Exhibitor 2013



Kai Venus Demetrio – One Year On Exhibitor 2014

*“The annual New Designers Fair is a hotbed of graduate talent”*

**Emma Love, The Observer Magazine and Member of the One Year On Selection Panel 2016**

## CRITERIA FOR SELECTION PANEL

An independent panel of judges will be selecting the participants for One Year On on the following criteria:

- You're within your first year of business when applying to be part of One Year On
- Originality and creativity in your design
- Quality of making and presentation
- Can show progression in your work
- Commitment to the development of your work
- You don't have to be a previous exhibitor at New Designers

## BENEFITS INCLUDE

- Exposure to thousands of potential buyers and contacts
- Networking opportunities with industry professionals and sponsors
- Image and web link on the main New Designers event website
- Training day to learn about presentation, costing/pricing, how to write a press release etc. Plus fully supported with your own curator from selection to exhibiting
- PR opportunities
- Opportunity to win the One Year On Award

**APPLICATIONS ARE NOW OPEN.** Due to the popularity of One Year On, and the limited amount of space, entries must be received ASAP. Do not miss this opportunity and apply soon.

**Apply online: [www.newdesigners.com/oyo18](http://www.newdesigners.com/oyo18)**

**This application does not bind you legally and we require no money with your application, however you must plan to take part should you be selected for the final 80 (see dates below).**



Charles Dedman – One Year On Exhibitor 2016



Charlotte Beevor – One Year On Exhibitor 2015



Leah Jensen – One Year On Exhibitor 2015

*“An opportunity to meet talented and driven designer makers and showcase your work to a phenomenal audience.”*

**Sarah Christensen Design, One Year On Exhibitor 2016**

## TO APPLY

- Apply online at [www.newdesigners.com/oyo18](http://www.newdesigners.com/oyo18)
- It is very easy to apply and no money is required with your application
- Don't allow photography to let your application down – As the judges are unable to touch and feel your work, it is very important that you supply well photographed work as it is from these images that you will be selected

## COST

<b>2018 Rates*</b>	<b>Cost</b>	<b>Total*</b>
1 person company	£475	£600
2 person company	£687.50	£855

*\*Please note: space is allocated per company only; you do not receive multiple spaces per person and if accepted all stands are subject to a £25 registration fee + VAT. The price includes a complimentary lighting and electrical package.*

## SELECTION

A panel of industry experts will assess all applications in **Early 2018**. The selection panel's decision is final and unsuccessful applicants cannot be reconsidered. A reserve list will be made and you will be informed if you form part of this.

---

## VENUE

Business Design Centre, London N1

**One Year On is held in its own dedicated space within New Designers at the Business Design Centre**

## DATES

### **Part 1: Awards Judging and Preview 27 June 2018**

#### **Open to the public 27 - 30 June 2018**

Jewellery & Contemporary Design Crafts including Precious Metalwork, Ceramics and Glass  
Textiles, Fashion & Costume Design

### **Part 2: Awards Judging and Preview 05 July 2018**

#### **Open to the public 04 - 07 July 2018**

Product & Industrial Design, Furniture Design and Spatial Design  
Visual Communication including Graphics, Animation, Motion Arts, Film & Illustration

---

*"One Year On is the ideal stepping stone to launch a new brand into the industry after graduation. With a huge amount of support and advice available, I think the New Designers team really help to develop your work onto the next level so that it is ready for industry. In particular, the press and marketing team did a fantastic job at showcasing the One Year On work ahead of the show resulting in pre-show interviews and features which was a great opportunity to gain interest whilst advertising the show and the exhibitors."*

**Rachel Howarth – New Designers One Year On Award Winner 2016**

## CHECKLIST

Before you apply to One Year On please make sure you have the following prepared:

- Full contact details
- A **short description** of your work for marketing purposes, **maximum 25 words**. i.e. *John Smith transforms vintage wallpapers by layering and stitching them together and uses printing and embellishment techniques to produce innovative designs.*
- A **written statement** explaining why you have applied for One Year On and what you want to get out of it, **100 - 200 words**
- A **short statement** to explain the thinking behind your work, **maximum 50 words**. This should give the selection panel information about your work, your inspiration and any relevant techniques and materials used
- **Four images** of the kind of work you intend to exhibit. These **MUST** be formatted and labelled in a particular way to be considered, as outlined below

## IMAGES

1. You must supply four high quality images with your application. Images must be formatted and labelled in the following digital format. **Any application not following these guidelines cannot be considered for selection.**
2. Include high res and low res versions of each image in jpeg format
  - High res: 300dpi at around 3MB, please do not submit high res images at less than 1MB or more than 5MB
  - Low res: 72 dpi and below 1MB
3. **Please label each image clearly.** Each of the four images should be **labelled A-D**, followed by your name and a one or two word description of the image. e.g. **A**, *John Smith, green chair.jpeg*, **B**, *John Smith, red chair.jpeg*, **C**, *John Smith, round stool.jpeg* **D**, *John Smith, oval stool.jpeg*
4. The stronger the images are of your work the more likely they are to be used by the media, so clearly shot, sharply focused and well-lit ones are essential. Please make sure that work is photographed against a clear, white background and that there are no shadows in the photographs.

*“One year on is a fantastic experience that provides endless opportunities. It is a great way to promote yourself and your upcoming business and learn a lot along the way in terms of marketing, pricing, setting up for a show and much more. It also allows you to make friends and meet other creatives that you could potentially collaborate with sometime in the future.”*

**Victoria Radcliffe, One Year On Exhibitor 2016**

## CONTACT

**Bethany Heath**

Senior Event Executive

**E:** [Bethany.Heath@upperstretevents.co.uk](mailto:Bethany.Heath@upperstretevents.co.uk)

**T:** +44 (0)20 7688 6828