



SCHOOLS PRE-APPLICATION FOR ADMISSION THAT'S DESIGN! 2010

INTRO

At its fourth edition, That's Design! is the event which proposes an exhibition of the most important design schools worldwide and young emerging designers: a showcase offering the opportunity to present themselves through designs, products and creative ideas.

ADMISSION CRITERIA AND HOW TO APPLY

Mock ups, prototypes or products are required, while drawings and renderings are not accepted on show. The projects must be inspired to these 3 keywords: **innovation, sustainability and interactivity**. The schools which are interested in participating in 2010 edition should complete the **Pre-Application Form** and attach **three images** of the projects that will be on show at TD!. Materials must be under 3 MB.

There is a LIMITED NUMBER OF PLACES AVAILABLE, the pre-application deadline is NOVEMBER 15, 2009.

Once accepted, schools will be requested to present also a layout concept for the hired module, definitely consistent with the 3 keywords above mentioned. The layout will be approved by the TD! board.

That's Design! 2010 will be held in Zona Tortona in one of the most important and central venues of the design circuit. Each school can hire **from 1 to 2 modules of 18m² each**. Price is **4.800 EURO** per module. *

* **the final size and price of the booths will be confirmed after the definition of the 2010 venue of the event.**

Cost includes:

- _VAT
- _Communication services and coordination
- _Common spaces lighting installation, plugs, sockets and wires for up to 1,5 Kw in each module. Specific lighting installation for each module should be organised and paid separately.
- _Setting up tools (ladders, forklift, small scaffoldings)

REPEAT BOOKERS DISCOUNT

a 20% discount will be granted to schools applying for the 2nd time.

EARLY BIRD DISCOUNT

a 10% discount will be granted to schools applying with the pre-application within November 15, 2009.

Information and Application Contact:

Anne Schoonbrodt
rele@polimi.it
+39 02 23997261

THAT'S DESIGN! is an event promoted by ZonaTortona, Domus Academy and Poli.Design, the School of Design and INDACO Department of the Politecnico di Milano.



SCHOOLS PRE-APPLICATION FORM THAT'S DESIGN! 2010
PLEASE FILL IN ACCURATELY IN CAPITAL LETTERS

Name of the School

Address

Postal Code _____ City _____

Country _____

Phone _____

Fax _____

Email _____

Website _____

Person in charge _____

First time at "That's Design!?" Yes No

Preferred booth size: 18sm 36mq

I'm attaching:

- 3 images of the projects that will be presented at TD!2010

Date _____ Signature _____

TO BE SENT TO: Anne Schoonbrodt rele@polimi.it

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