



## (FAQ )Frequently Asked Questions from Participants

### **What is Design Week Addis Ababa (DWAA)?**

DWAA is a community-based and collaborative cultural event that spotlights some of the best innovations throughout the country, allowing creatives and design enthusiasts an opportunity to learn about one another and foster new ideas.

The Design Week Addis Ababa festival aims to further the creative industries in Ethiopia and foster the economic potential of designers, creators, and innovators by showcasing their projects and products directly to the end users and commercial partners.

This multidisciplinary festival covers the themes in alignment with UNESCO's Creative Cities initiative. Our bi-annual festivity celebrates the best innovations in

- **Architecture / Urban Planning**
- **Industrial Design/ Interiors**
- **Technology**
- **Food & Gastronomy**
- **Fashion**
- **Visual Communication**
- **Art / Multimedia**

and more!

### **What does the Design Week Addis Ababa festival program consist of?**

The core festival program is produced in cooperation with local and international partners and executed through an extensive event-planning network. The interactive programming is coordinated through with events/ projects selected through the [Open Call](#).



You can propose an :

- *Exhibition*
- *Open gallery, studio, or workshop*
- *Product launch*
- *Pop-up shop or installation*
- *Competition*
- *Informative workshop, talk, or lecture*
- *Film screening*
- *Fashion show*
- *Concert or live performance*
- *Cooking demonstration*
- *Food/ beverage tasting*
- *Social / Networking event,*
- *Or something totally different!*

### **When and where is Design Week Addis Ababa arranged?**

Design Week Addis Ababa is held Bi-annually (every two years). The dates for this year are February 11-17th, 2019. The events are spread throughout the Addis Ababa metropolitan area.

### **What is Design Week Addis Ababa's target group, and how many visitors does the festival reach annually?**

Design Week Addis Ababa's target group is creative professionals and citizens interested in design and innovation. With over 100 participants, the festival reaches about 20,000, and creates over 50,000 impressions annually, across all ages and socio-economic groups.

**Who organizes Design Week Addis Ababa?** Design Week Addis Ababa is organized and produced by the creative agency Gallery 26 ([www.thegallery26.com](http://www.thegallery26.com)) in collaboration with the 2019 Organizing Committee.



## **Why Participate in Design Week Addis Ababa?**

Design Week Addis Ababa has become the most anticipated design event in East Africa. Its promotional PR and marketing campaigns engage Addis Ababa's local residents, visitors from around the world, as well as, global design partners through a full program of exciting design related events and activities. Through our presence at international design festivals and promotion through a diverse array of media partners our event is offers a strategic opportunity for increased visibility and brand awareness.

In addition, DWAA participants are promoted through:

- Design Week Addis Ababa Official Guide
- A full-page feature with your event plotted on the city map
- Design Week Addis Ababa Website
- Event/ Project visibility in the Design Week Addis Ababa Program
- Design Week Addis Ababa E- Newsletters (Circulation to a database of 15,000)
- DWAA Social Media Engagement (Instagram, Facebook, Twitter, and YouTube)

## **Who can submit or apply to the Open Call?**

Any individual, organization, or company can submit an application to participate. Those approved by the Design Week Addis Ababa organizing committee will become part of the week's programming line-up.

## **Which themes or fields of design should the events / activities be related to?**

Design Week Addis Ababa is a multi-disciplinary festival. We promote all concepts related to themes of design and innovation, including *architecture / urban planning, industrial design / interiors, technology, food & gastronomy, fashion, visual communication, art / multimedia*, and more.



## **What should the events consist of?**

Events should be related to these themes or have a focus on design or innovation. Events can range from:

- Exhibitions
- open galleries or studios
- product launches
- pop-up shops
- installations
- competitions
- informative workshops , talks, or lectures
- film screenings
- fashion shows
- concert or live performance
- cooking demonstrations
- food/ beverage tastings
- social events , etc...

**When should the events take place?** Events must be held during the Design Week Addis Ababa festival period of February 11-17, 2019.

**Why should I apply for the program with my event?** Design Week Addis Ababa is *curated*, which means that events are *selected* to become part of the official festival program and marketing communications. Past participants have received access to international promotional and commercial opportunities that have furthered their careers, sales, and brand profiles, as well as, reaching key marketing objectives.

**Who will select the events for the 2019 program?** Design Week Addis Ababa's organizing committee and production team will carry out the selections. What are the criteria to apply for selection? The Organizing Committee considers the following when making selections: - Originality - Quality - Innovativeness - Creativity - Impact - Aesthetics



## **Is there a fee to participate in Design Week Addis Ababa?**

There are 5 different categories for participation with varying fees that cover their marketing materials and participation.

1) For Students or Emerging Designers, Brands, or new creative talents that have publicly exhibited or professionally produced their works less than 3 times, there is no fee if you are successfully selected through the [Open Call](#).

2) For established individuals, creatives, designers, collectives, nonprofit organizations, associations, museums and galleries, universities and schools, PLC's or share companies with less than 5 employees, the participation fee is 3,000 ETB+ 15% VAT if you are successfully selected through the [Open Call](#).

3) For non-profit organizations, PLCs, or share companies with more than 5 employees the participation fee is 5,000 ETB+ 15% VAT if you are successfully selected through the [Open Call](#).

4) Design Market exhibitors offering unique or innovative products related to our featured themes of: Architecture / Urban Planning, Industrial Design/ Interiors, Technology, Food & Gastronomy, Fashion, Visual Communication, Art / Multimedia, the participation fee is 4,500 ETB+ 15% VAT if you are successfully selected through the [Open Call](#).

Note: The fee will be invoiced after the participant has been successfully selected for inclusion in the program. The prices are category specific and must be paid by November 30<sup>th</sup> in order to be registered as an official Design Week Addis Ababa 2019 participant and receive all appropriate promotional opportunities and consideration.

## **Why are the participation fees so low?**

The participation fees have been formulated to be under the current market rate for



festival / bazaar participation in order to make Design Week Addis Ababa an accessible and inclusive platform for innovation and creativity in Ethiopia.

### **What if I can't afford my participation fee?**

Participants that are successfully selected through the open call can collectively exhibit or present their works through a single participation fee based on the category that applies to them. If you have been selected and do not know other participants to share exhibition or event space with, the Design Week Addis Ababa organizers will group you with others in the appropriate category based on participation fee you can afford.

### **What does the participation fee include?**

The participation fee includes:

- Listing of your event/ project on the Design Week Addis Ababa's printed and online program, which includes visitor info, a 300-character description of the event, and an image). \* Please note, that we reserve the right to edit text . \*\*All program entries must be submitted by the deadline in order to be included in the printed program.
- Copies of the official Design Week Addis Ababa Guide/Map and festival poster and signage element to mark your venue.
- The right to use the Design Week Addis Ababa logo in your event's marketing communications.
- An invitation to the briefing event for all the event producers prior to the festival.
- The festival will be promoted on a variety of promotional channels throughout Addis Ababa, and the printed program will be distributed to many points around the city.



## **Can participants get additional promotion during Design Week Addis Ababa?**

Design Week Addis Ababa offers premium communication and marketing packages, as well as, unique promotional and advertising engagement opportunities for select partners. For more information or for partnership enquiries, contact us at [designweekaa@gmail.com](mailto:designweekaa@gmail.com)

## **How should participants use Design Week Addis Ababa logo & marketing materials?**

The Design Week Addis Ababa logo as well as the Marketing & Communications Guidelines will be provided to each participant. During the week, all participants will be given signage/ official event marker and an allocation of the official Design Week Addis Ababa guides to distribute at their location/ event.

## **Can Design Week Addis Ababa provide a venue for my event?**

Design Week Addis Ababa does not have a permanent venue. Due to this we cannot provide a venue for all event producers. However, we can offer you a suggested list of potential venues.

## **Can my event have an admission fee?**

Yes. As an event organizer you will be responsible for all the production matters including whether to charge an admission fee. However, this must be stated in your application submission so that it can be included into the Official guide to inform DWAA visitors.

## **Can my event have its own sponsors or partners?**

Yes. Is it possible to place the logos of my event's sponsors or partners on Design Week Addis Ababa printed marketing materials? No. However, it is possible for sponsors and partners to be mentioned in your specific event description on the Design Week Addis Ababa website.



If you have any questions about Design Week Addis Ababa or the Open Call, please contact: [designweekaa@gmail.com](mailto:designweekaa@gmail.com)