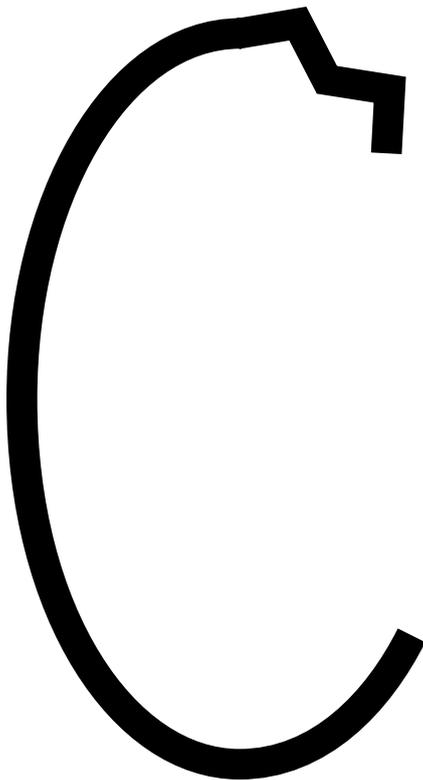


Open Call Salone del Mobile 2022



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The Salone del Mobile in Milan is one of the largest international fairs for furniture and product design. For many years now, the Creative Industries Fund NL has been issuing an open call for a presentation at this fair. Due to the corona pandemic, these presentations could not take place in the usual form in the past two years. This year, however, it is possible. The Salone del Mobile takes place from 7 until 12 June 2022. Before launching this open call, the Fund waited for the relaxation of the COVID-19 measures. Despite the short preparation time, the Fund hopes to support a good number of projects.

Open Call Salone del Mobile 2022

- submission deadline: 12 April 2022
- budget: € 50,000

what is the purpose of this open call?

The Creative Industries Fund NL is calling on Dutch designers to submit a proposal for a presentation in Milan during the ‘Salone del Mobile 2022’.

The Salone del Mobile in Milan is the perfect place for product and furniture designers to present themselves internationally. Every year, the fair and all the surrounding presentations in the city attract many professionals from the international design world, looking for the latest developments within the field.

With this open call, the Fund aims to present the exemplary talent of the Dutch design sector in Milan and to increase the visibility of the Dutch creative industry internationally. In addition, the support aims to exchange knowledge and experiences gained and to build and maintain sustainable international relationships. The Fund will make a selection of proposals in which the presentation stands out in terms of artistic quality, presentation form and strategy.

who is this open call for?

- The procedure is open to professional designers, makers and design agencies from all disciplines of the creative industries, as referred to in the [Open Call Grant Scheme](#);
- Applicants must be registered with the Dutch Chamber of Commerce or with one of the Chambers of Commerce that fall within the Kingdom of the Netherlands.

submitting the application

Your proposal can be submitted **until Wednesday 12 April 2022 at the latest** via the Creative Industries Fund NL’s [online application environment](#). Select the ‘Open Call’ grant scheme and then the ‘Salone del Mobile Milaan 2022’ round.

The proposal consists of:

- 1 A fully completed application form;
- 2 A concise project plan (max. 6 pages A4, PDF) containing:
 - a A plan that provides sufficient insight into personal motivation, relevance of the presentation to the practice, and consistency in purpose and intent;
 - b A brief description of the activities and the exhibition design;
 - c A description of the presentation site and the justification for choosing this location.
- 3 Budget including coverage plan (max. 1 page A4, PDF).
 - a The contribution is intended for the fee, travel, accommodation, transport, preparation and presentation costs;
 - b These items should be clearly described in the budget. The coverage plan provides insight into the applicant’s own contribution or support from external parties;
 - c For solo/duo presentations, a grant of up to € 3,000 can be applied for, and for a group presentation up to € 6,000.
- 4 A digitally authenticated, maximum one-year-old extract from the register of the Dutch

Chamber of Commerce, or one of the Chambers of Commerce that fall within the Kingdom of the Netherlands;

- 5 A representative image of the project, to be used by the Fund for communication purposes, where the necessary image rights are held by the applicant;
- 6 A portfolio (max. 10 pages A4, PDF);
- 7 A brief CV or bio of the designer(s) involved (max. 2 pages A4, PDF);
- 8 Optional: a communication plan (max. 2 pages and no larger than 2 MB).

If the submission does not comply with the above description, no assessment of the proposal can take place.

N.B.:

- Create an account in good time for the [online application environment](#) and become familiar with the application form. Validation of a new user account can take up to one working day.
- Before submitting your application, refer to the [Open Call Grant Scheme](#) and the [Grant Application Guide Open Call](#) before submitting your application. The guide provides direction with regard to the grant application and drawing up a project plan.

what are the assessment criteria?

Grant applications are submitted for assessment to at least three external, independent advisers. This committee assesses the plans based on the following three criteria:

a The artistically relevant value of the presentation

The applicant's portfolio, position within the professional field and the context in which the work is presented are considered.

b The plan and motivation

The advisers look at the exhibition design and whether the activities are consistent in purpose and intent. The applicant can indicate the extent to which the presentation is part of a larger entity or programme. In addition, it is important to describe how the importance of the presentation is enhanced, for example by explaining the positioning.

c The relevance of the presentation for the Dutch creative industries

The expected opportunities that the presentation creates for the applicant and the Dutch creative industries are also examined.

which projects are at any rate not eligible for support?

In addition to Article 5 of the [Open Call Grant Scheme](#), no application can be made within this procedure for:

- A presentation during the Salone del Mobile 2022 within a project that has already received a contribution from the Fund;
- When there is still ongoing support from the Fund from the Open Call Salone del Mobile 2020.

grant procedure

The assessment of the open call takes the form of a tender: this means that, within the available budget, a number of proposals will be prioritized over other submissions. Only projects with a positive assessment can be supported. The processing and assessment of the proposals submitted is carried out within the framework of the Fund's [Open Call Grant Scheme](#), and in particular, the extent to which the application aligns with the criteria of the open call. For each application, the committee issues a recommendation to the Board of the Fund.

confirmation of receipt and selection announcement

No later than one week after the closing date, you will receive a confirmation of receipt via the Fund's digital application environment. The selected proposals will be announced to applicants via the digital application environment no later than 24 May.

contact

For questions about the open call and the procedure, please contact our colleagues via internationalisering@stimuleringsfonds.nl. For this open call you may not submit a draft proposal to the Fund for advice.