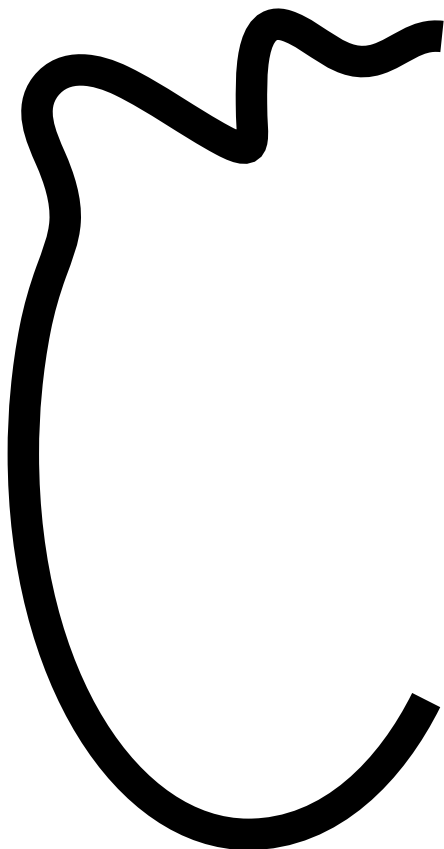


Open Call Salone del Mobile 2024



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The Creative Industries Fund NL is calling on Dutch designers to submit a proposal for presentation in Milan during the *Salone del Mobile 2024*.

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.

Open Call Salone del Mobile 2024

- Budget: € 50,000
- Application amount: For solo/duo presentations, a grant of up to € 5,000 can be applied for, and for a group presentation up to € 10,000. Within the budget, a maximum of two group presentations will be supported.
- Closing date submission: 10 January 2024
- Starting date projects: 21 February 2024

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 10 January 2024** 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 2024' round.

A proposal consists of:

- A fully completed application form;
- A concise project plan (max. 6 pages A4, PDF) containing:
 - A plan that provides sufficient insight into personal motivation, relevance of the presentation to the practice, and consistency in purpose and intent;
 - A brief description of the activities and the exhibition design;
 - A description of the presentation site and the justification for choosing this location;
 - In the case of a joint or group presentation: motivate the collaboration and explain how the selection of participants was or will be made;
- Budget including coverage plan (max. 1 page A4, PDF).
 - The contribution is intended for the fee, travel, accommodation, transport, preparation and presentation costs;
 - 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;
 - For solo/duo presentations, a grant of up to € 5,000 can be applied for, and for a group presentation up to € 10,000;
- A communication plan (max. 2 pages and no larger than 2 MB). In it, name the strategic vision and visibility of the presentation;
- A brief CV or bio of the designer(s) involved (max. 2 pages A4, PDF);

- A portfolio (max. 10 pages A4, PDF);
- 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;
- 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.

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

Please note:

- 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 to the applicant's practice and 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 Salone del Mobile 2024 that has already received a contribution within a project grant from the Fund;
- by applicants who during Salone del Mobile 2024 receive support from the Fund via the Talent Development Grant Scheme for drawing up a development plan.
- by applicants who have already received a contribution from the Open Call BASE at Salone del Mobile 2024.

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. Within the available budget, a maximum of two group presentations will 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 21 February 2024.

contact

For questions about the open call and the procedure, please contact: Sharvin Ramjan via s.ramjan@stimuleringsfonds.nl or Roxanne Minten via r.minten@stimuleringsfonds.nl or call 010 310 79 37.

Please note: the open call in its present form may possibly be revised for the 2025-2028 policy period.