







# Apply Now

Applications may be submitted until **30.06.2017**

## DO/Interior & Furniture

Stylish interiors are a treat for the eyes. Experienced designers know this as much as many of the visitors to the DO17. This is also why DO/Interior & Furniture is the most popular area of the design exhibition and the place where you – as an exhibitor – encounter a style-orientated audience willing to purchase your product. Be it tables, seating furniture, lamps, shelves, furniture for children, accessories or elements of interior design for a stylish home: visitors to the DO17 marketplace are exigent and determined to emphasize their lifestyle with your products.

## DO/Fashion & Accessories

The most exciting catwalk is daily life, it's where everyone can become their own personal fashion idol. DO17 visitors belong to this very group of style-oriented people, tending towards a distinct, independent, far-off the mainstream style that is at the same time bold, sustainable and outstanding at first glance. As a fashion designer, you are almost their best friend, since your ideas and products are capable of making extravagant wishes come true. Your products for women, men and children are presented in one of the major areas at the DO17 – shirts, shawls, trousers, hats, shoes, bags, glasses, rings, belts and all the things with which your clientele loves to adorn themselves. Know this: Your clients are keen to get to know you, choose their favourite piece and purchase it on site.



## DO/Research & Industry

Okay, you are an individualist, a lone wolf in the best possible way. However, you and your skills are just as much part of a vast design universe in which science, design, materials and the industry unite or mutually influence and challenge each other. That's why the DO/Research & Industry area is the core of the Designers' Open, a place where well-established professionals and graduates from different fields of design display their ideas and innovations. Be there as an exhibitor – this is where interdisciplinary exchange, new contacts with partners and investors as well as live pitches happen and where you can push your career forward.



## DO/Graphic & Media



Beauty is in the eye of the beholder – and your strong graphic design bestows character and personality upon it. Hence, your visual design ideas are capable of adding something truly individual to the DO/Graphic & Media area. If you focus upon illustration, postcards, photography or printed accessories, dare to present and offer your products to all those visitors at the DO17 who are crazy about design. If you are more comfortable in the world of digital design, we offer the perfect setting for you to put yourself in a good light – from 2D design to virtual reality.

## Facts and figures

**Application deadline** June 30, 2017

### Rental

Standard	85 Euro per sqm
Newcomer / Educational institution	65 Euro per sqm
Newcomer - Catwalk*	250 Euro (flatrate)

All prices to be understood plus 0.60 Euros/sqm AUMA contribution, plus 95 Euro media allowance flatrate, and subject to statutory VAT.

\* Visit [www.designersopen.com/](http://www.designersopen.com/) registration for details and complete registration documents.

### Opening hours

**Friday October 20,**  
12 pm – 6 pm  
7 pm – 11 pm Vernissage (invitation only)

**Saturday October 21,**  
10 – 7 pm

**Sunday October 22,**  
10 – 6 pm

## Event programme

What you see is what you get: the DO framework programme provides both private and professional visitors with a number of good reasons to attend the international design exhibition. From the DO/Vernissage to the special exhibition, from the Green Product Award 2017 ceremony to the graphic design conference »POSITIONS« or the impressive fashion shows, performances and inspiring workshops – there are various occasions to gather additional input from the industry and raise your number of potential clients and partners.

### DO framework programme date table

<b>Oct. 20.</b>	DO/Vernissage Green Product Award '17 ceremony
<b>Oct. 21.</b>	Graphic design conference »POSITIONS«
<b>Oct. 20. to 22.</b>	Green Product Award '17 special exhibition Various fashion shows and performances Lecture/workshops/pitches

**Note:** If you have come up with an idea for a sustainable product or service, don't hesitate to apply for the **Green Product Award 2017** by 31 July 2017 and win professional coaching that will help you to successfully realize your idea. (Visit [gp-award.com/en/award](http://gp-award.com/en/award) for more information.)



## Visitors to Designers' Open are:

- 66% end-consumers that love design, are interested in discovering new products, seek the extraordinary and are willing to buy
- 34% professional visitors that are interested in discovering new products and trends and want to use the Designers' Open as a communication platform
- Professional visitors belong to the cultural and creative industries mainly

### Age

up to 30 years	40,2%
up to 40 years	18,7%
up to 50 years	15,1%
over 50 years	26,0%

Average age: 38,5 years

### Sex ratio

female	66%
male	34%

## DO/Spots Design Festival Leipzig

Many years have passed since the city of Leipzig was considered an insiders' tip. Nowadays, since it represents two things – free spirit and a lust for success – the city is in the spotlight of the media and equally attracts makers, students or professionals. Leipzig resonates with inventiveness, hardheadedness, courage and curiosity for the new thanks to its creative scene. The DO/Spots are proof of that, it's those spots of the creative scene where designers offer exclusive insights into their latest projects and works. Places like the Baumwollspinnerei, the Tapetenwerk, the Kunstkraftwerk and many others set the benchmark of what the future of international design will be like. They are the perfect complement to the Designers' Open, making this pan-European design festival a unique experience.

