

CALL FOR PROPOSALS

Red Earth Design Mela, X'mas 2014 edition
at Alliance Francaise de Delhi // DECEMBER 5-7, 2014

A curated design fair featuring multiple design mediums: textiles, sarees, fashion, products, home decor, accessories, crafts, music, food & more...

SEND US A PROPOSAL!

For the X'mas edition of the mela, we invite proposals related to the suggested open-ended theme 'I'M TOO SEXY'

We're also looking especially for out of the box X'mas related proposals

Since we presented curated collections, designers are required to create a special collection or show existing work in consultation with us.

WHAT TO SEND US?

Images of existing collections you would like to show - and / or

Reference images / mood boards / rough ideas for new collections, work in progress!

A note on your collection and proposal ideas, and info on the product categories you would like to show. Your proposal should reflect how you plan to interpret the theme.

Send enquiries and proposals to himanshu@reearthindia.com /
Send proposals latest by 20 September 2014

STALL PRICE

Stall price and details available on request

Inclusions and size: 2 tables and chairs per stall.

GUIDELINES

- The stalls in the mela are by invitation only or via a process of selection.
- Send us a description of your design project + images of your work that you hope to showcase.

WHO CAN APPLY

- Designers: Fashion / Products / Home / Accessories
- Artists, craftspeople, weavers, and makers
- Creative enterprises in any medium: food, music, and more...

SOME OTHER INFO:

- Average footfalls expected per day (based on previous footfalls): 200-250 per day
- The participant's names and URLs will be publicised prominently on all promotional materials, and our online networks, promising you good visibility amongst the relevant audience.
- Sustainability is of utmost importance in any creative practice, and we are hoping for you to do good business. But the REDM goes beyond that – to create friendships and a vibrant design community.

- Check out previous editions of the mela at:

MONSOON 2011: http://2011.themonsoonfestival.com/?page_id=480

SPRING 2012: http://reearthindia.com/?page_id=1071

<https://www.facebook.com/media/set/?set=a.288813481203461.69156.134516339966510&type=3>

MONSOON 2012: http://2012.themonsoonfestival.com/?page_id=33

<https://www.facebook.com/media/set/?set=a.342389209179221.80141.134516339966510&type=3>

<https://www.facebook.com/media/set/?set=a.255018681281823.55108.242278152555876&type=3>

X'MAS 2012: http://reearthindia.com/?page_id=1298

<https://www.facebook.com/media/set/?set=a.393417600743048.94209.134516339966510&type=3>

MONSOON 2013: http://2013.themonsoonfestival.com/?page_id=30

SAREE MELA 2014: http://thesareefestival.com/?page_id=9

<https://www.facebook.com/media/set/?set=a.654386941312778.1073741826.134516339966510&type=3>

MONSOON 2014: http://2014.themonsoonfestival.com/?page_id=10

Read more: <http://www.reearthindia.com/images/events/tsf2/redm-about.pdf>