

# CALL FOR PROPOSALS

Navrang

The magic of nine colours to celebrate The Monsoon Festival 9

Red Earth Design Mela

Alliance Francaise de Delhi / Fri 8 Aug – Sat 9 Aug 2014

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

## THE THEME: 9 COLOURS!

For this edition, designers are invited to create special collections on the theme of Navrang - the magic of nine colours. Reflecting an aesthetic of pluralism and multi-hued celebration, the idea of Navrang is intrinsic to our festivals. Reviving this almost forgotten idea seems like a befitting tribute to nine years of The Monsoon Festival.

We are hoping to tightly curate the collections, and designers are required to create a special collection or show existing work in consultation with us. The collections should feature 9 colours or reflect an aesthetic of diversity of colour. Your proposal should reflect how you plan to interpret the theme.

**Send proposals latest by 15 June'14**

Contact Himanshu Verma / Himanshu@redearthindia.com / 91-11-41671100 / 41764054

## STALL PRICE

INR 18,000 + 25% of sales

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
- Artists, craftspeople
- Creative enterprises in any medium: food, music, and more...

## SOME OTHER INFO:

- Average footfalls expected per day (based on previous footfalls): 250-300 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:

[http://2011.themonsoonfestival.com/?page\\_id=480](http://2011.themonsoonfestival.com/?page_id=480)

[http://redearthindia.com/?page\\_id=1071](http://redearthindia.com/?page_id=1071)

<http://2012.themonsoonfestival.com/?p=122>

[http://redearthindia.com/?page\\_id=1298](http://redearthindia.com/?page_id=1298)

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

<http://www.facebook.com/media/set/?set=a.255018681281823.55108.242278152555876&type=1>

[http://www.themonsoonfestival.com/?page\\_id=30](http://www.themonsoonfestival.com/?page_id=30)

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

