

## CALL FOR PROPOSALS

# Celebrating Krishna

### Red Earth Design Mela, Monsoon'15 edition

at Alliance Francaise de Delhi // August 20-22, 2015

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

The tenth edition of The Monsoon Festival, pays tribute to Krishna, the ultimate monsoon man.

The blue lord pervades the Indian consciousness, and we invite contemporary design practices to connect with this fountain of creativity.

We invite themed collections on the expansive ways to represent Krishna....

Contact us for details and divine inspiration!

Send enquiries and proposals to [himanshu@redearthindia.com](mailto:himanshu@redearthindia.com) /  
Send proposals latest by 25 April, 2015



### STALL PRICE

Stall price and details available on request  
Inclusions and size: 2 tables and chairs per stall.

### GUIDELINES: 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.

### WHO CAN APPLY - Participation by invitation / selection

- Designers: Textiles / 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:

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

# SPRING 2012: [http://redearthindia.com/?page\\_id=1071](http://redearthindia.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](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://redearthindia.com/?page\\_id=1298](http://redearthindia.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](http://2013.themonsoonfestival.com/?page_id=30)

# SAREE MELA 2014: [http://thesareefestival.com/?page\\_id=9](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](http://2014.themonsoonfestival.com/?page_id=10)

# X'MAS 2014: <http://redearthindia.com/events/archive/2014-events/redmxmas>

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