







THE THEME: WATER WAVES

The eleventh edition of The Monsoon Festival, celebrates WATER WAVES. Flow with us!

We invite proposals across design mediums and styles, to showcase new curated collections on the theme of water, and monsoon. Looking to show textiles, sarees, clothing, products, home, accessories, crafts & more...

Interpret the theme expansively, incorporating motifs of water and monsoon into your work. From the abstract manifestations of water, to varying water-scapes found in nature: let water speak to you and inspire you to make new work...

Flora, fauna, humanity and divinity are intimately connected with this life-giving element, as expressed in our culture and mythology. This connection finds reflection in a rich and diverse vocabulary of representing and imaging water in the pictorial, textile and crafts traditions of India, which can be a starting point for explorations for your collections.

On a more contemporary note, we are also interested to explore burning issues around water today, and their environmental ramifications. How is the urban experience of monsoon and water different from the rural-pastoral one?

Objects related to water and the rain, like pots, pitchers, umbrellas; add another dimension and visual language to explore under this vast expansive theme.

See our curatorial mood-board for inspiration:

https://www.dropbox.com/s/himske9053nuxdw/waterwavesmoodboard.pdf?dl=0

Send enquiries and proposals to himanshu@redearthindia.com Send proposals latest by 25 May 2016 Confirmations and payments by 30 May 2016

STALL PRICE / TERMS

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

GUIDELINES: WHAT TO SEND US IN YOUR PROPOSAL?

A description of your brand vision and philosophy

Images of older collections for reference or website / facebook URL

Reference images / mood boards / ideas for a new theme based collection for the Mela.

A note on the proposed collection. Tell us how you plan to interpret the theme!

A note on the proposed collection. Tell us now you plan to interpret the theme!
Information on product categories and approximate stock you would like to show

We lay great stress on display design, so we encourage you to think about this beforehand.

WHO CAN APPLY

- Designers: Textiles / Fashion / Products / Home / Accessories & others
- 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 will be publicised prominently on all promotional materials, and our online networks, promising you good visibility amongst the relevant audience.

CHECK OUT PREVIOUS EDITIONS OF THE RED EARTH DESIGN MELA:

- # MONSOON 2011: http://2011.themonsoonfestival.com/?page_id=480
- # SPRING 2012: 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
- 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
- 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
- # X'MAS 2014: http://redearthindia.com/events/archive/2014-events/redmxmas
- # SAREE MELA 2015: http://2015.thesareefestival.com/?page_id=7
- # MONSOON 2015: http://2015.themonsoonfestival.com/design-mela/
- # SAREE MELA, Mumbai 2015: http://2015mumbai.thesareefestival.com/
- # X'MAS 2015: http://redearthindia.com/events/archive/2015-events/red-earth-design-mela-xmas-15
- # SAREE MELA, Delhi 2016: http://2016delhi.thesareefestival.com/

Read more about the Design Mela idea:

http://www.redearthindia.com/images/events/tsf2/redm-about.pdf