

# Terms of Participation

## Seminario

## Art. 1 Subject

This regulation concerns the conditions and procedures for the selection and participation in the “Seminario” project, part of the EDIT Napoli event, which will take place in Naples from **9th to 11th of October 2026**, press preview on 8th October 2026.

**Seminario is a section dedicated to designers aged 30 and under or companies that were established not more than 3 years; it is an exhibition space shared by emerging young talents and curated by Emilia Petrucci and Domitilla Dardi.**

Specifically, EDIT Napoli includes the following services in its offer:

### COMMUNICATION

- General press promotion of the entire fair
- Promotion of the initiative through EDIT Napoli's media channels:  
1 post - 1 slide + 1 story with 2/3 pictures and text + ensemble stories
- General newsletter to EDIT Napoli mailing
- Digital invitations and mailing list management
- Photographic reportage of the event
- Press preview (*Mandatory presence of an exhibiting team member*)

### SETTING UP

- Exhibit space: shared area in the collective section of the Seminario; number of exhibits to be chosen by exhibitor based on size of products (*see cost document*)
- Lighting system
- General set up (*totem with brand name, visual signage etc*)
- Exhibition supports (*tables and platforms*)
- Electrical socket (*for exhibits*)
- Surveillance
- Basic insurance
- Event logistic support (*excluding setting up and packing of crates/boxes*)

In case of using the existing chains to set up textiles, lamps, carpets etc, the support of assembly and disassembly, with a dedicated operator, is mandatory and has an additional cost.

If the boxes to be handled weigh more than 150 kg, the support is mandatory and will be charged extra.

### FAIR

- Invitation-only team opening (*2 person*)
- 2 team passes (*free and unrestricted access valid from 8th to 11th October 2026*)

### MARKETING

- Sharing list of buyers invited by EDIT Napoli
- Tour with accredited buyers

## AWARD

During the fair, an international jury of design experts will select the Best Unreleased Product. The jury members will be announced on our social media channels.

The jury will evaluate the products according to the following criteria: functionality, reproducibility, originality, innovation, aesthetics, pricing.

All exhibitors participating in EDIT Napoli 2026 are eligible to apply for the Prize by submitting the required materials by email, in accordance with the following guidelines:

- Only one single product can be submitted (*entire collections are not accepted*)
- No prototypes
- No unique pieces: the product must be reproducible in series
- The product must be new and previously unreleased: it must not have been presented before, either physically or digitally, in shops, fairs, or any other public contexts, including but not limited to magazines, blogs, auctions, or social media platforms.

The EDIT Napoli team will send an email communication outlining the application guidelines and submission deadline. Applicants who do not submit their materials by the indicated deadline will not be eligible to participate in the Prize. The winner will be awarded the opportunity to participate in the following edition of EDIT Napoli with a complimentary individual exhibition space.

In addition to the basic services, it is possible to access additional services listed within the "Extra Exhibitor Package on Request" document. These services can be purchased in addition to the standard joining package.

## Art. 2 Conditions and procedures for selection and participation

Seminario is a section of EDIT Napoli dedicated to young designers, artisans and entrepreneurs under 30 or companies that were established not more than 3 years. The EDIT Napoli's curatorial team will select the young exhibitors on the basis of the characteristics of the design products presented by the candidates, via a portfolio or website during the online application period. EDIT Napoli will select one or more objects from each exhibitor's collection and will set up a shared exhibition area. EDIT Napoli will communicate the outcome of the evaluation of the application by an official email.

### **Conditions for participation:**

Each participant must be a craftsman, a designer aged 30 and under or companies that were established not more than 3 years.

In order to be selected, a product must meet the following criteria:

- Be replicable and ready for the market; no unique pieces, no limited series
- Be representative of the brand's design vision
- Be related to the domestic sphere: living area, dining table, bedroom, study, outdoor area, textile accessories, decorative objects, ornaments, lighting design or bathroom.

In order to proceed with the selection, each candidate should fill out the application **form** and provide the following information, as a Word document, via email to **joinus@editnapoli.com**:

- Brand name
- Product typology
- Website
- Instagram account
- Designer (*if not specified by the brand*)
- Product portfolio with indications of prices
- Price list and catalogue (*mandatory*)
- Delivery timing of the ordered products
- Workpiece run limits per year (*if any*)
- Previous fair's participations
- Existing sales channels (*dealers, shops, online platforms, etc.*)
- Contacts (*email, phone, address*)
- Images, drafts, or renders of possible products on display accompanied by year, materials, and authors' names

For more information, please contact: [joinus@editnapoli.com](mailto:joinus@editnapoli.com)

## **Art. 3**

### **Participation costs and payment methods**

Please send an email to [joinus@editnapoli.com](mailto:joinus@editnapoli.com) to receive the file.

## **Art. 4**

### **Obligations for exhibitors**

The exhibitor will cover transportation costs and provide, if necessary, promotional material (*flyers, brochures, business cards, etc.*).

The exhibitor agrees to follow the set-up and dismantling plan that he will receive by June.

The exhibitor shall be responsible for packing and shipping the crates A/R.

The exhibitor must be present (*the designer or his/her representative*) during the press preview and the public opening days of the fair.

## **Art. 5**

### **Promotion of the event**

EDIT Napoli retains the right to use images produced during the event to create advertising material linked to the promotion of the event itself; as well as exercising the right to use the name of the selected exhibitors for potential promotional campaigns on social networks [including, but not limited to: Instagram, Youtube, Vimeo, Facebook, and [www.editnapoli.com](http://www.editnapoli.com)].

With this purpose, the brand undertakes to provide EDIT Napoli with support material upon request within 15 days.

EDIT Napoli expressly reserves the right to combine the initiative with a sponsorship activity, and to remain as the exclusive right holder of the event. The sponsor logo may be present in any place related to the event or in any initiative for the promotion of the event itself (*i.e. on posters, on potential tabular advertising in newspapers and magazines of the sector, on any documentation related to the event, press conferences and the related initiatives, as well as on all promotional and advertising*

*material, posters, invitations, coupons, press folders, promo projection before the event, etc.*)  
Moreover, EDIT Napoli offers support services for the promotion and distribution of portfolio products with processes, costs and times that may be governed by a separate contractual relationship, as this activity is excluded from the services offered by joining the EDIT Napoli 2026 event on 9th – 10th – 11th October 2025 (*press preview on 8th October 2026*).

## **Art. 6**

### **Right to reproduction**

The selected exhibitors authorize EDIT Napoli to take photos, audio and/or video footage, and use them exclusively and without time and/or territorial restrictions in the promotional channels linked to the initiative, by giving full consent to the possible use of their image, as the fair represents a public event.

## **Art. 7**

### **Renunciation of participation**

Should the exhibitor deem to cancel his/her participation he/she must communicate it, in writing by registered letter to the registered office of Tide srl Via Starza 41, Sant' Agata De' Goti and by email by no later than 28th July 2026. Any advances paid will be retained by Tide srl as penalty for compensation for damages suffered.

## **Art. 8**

In the event of any dispute arising between the parties, the exhibitor expressly declares and accepts that the court of exclusive jurisdiction will be the Civil Court of Rome.

## **Art. 9**

EDIT Napoli is a trade fair that features design exhibitors as its counterparts, who are considered to be professionals in the sector. It does not expressly target consumers and therefore, the special consumer discipline is not applicable.

Team EDIT Napoli  
[joinus@editnapoli.com](mailto:joinus@editnapoli.com)