

EDIT NAPOLI

**TERMS OF
PARTICIPATION
SEMINARIO
UNDER 30**

29 - 31 October 2021

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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 29th to 31st October 2021, with the opening by invitation-only on 28th October 2021.

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 Petruccelli and Domitilla Dardi.

Specifically, EDIT Napoli offers the following services:

- A shared and collective exhibition space designed as a large living area
- A set-up of the exhibition area, curated by Emilia Petruccelli and Domitilla Dardi
- The lighting set-up of the exhibition space
- Photographic reportage
- Digital invitations and mailing list management
- Event logistic support (excluding dismantling and packing of crates/boxes)
- The promotion of the initiative through EDIT Napoli’s media channels
- A one year dedicate profile for the brand/designer in ATLANTE; a new research tool for buyers and professionals, which will enable them to explore the world of international design authors.
- Insurance of the exhibition space (theft and damage)

Art. 2 Conditions and process for selection and participation

Seminario is a new 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 craftsperson, a designer or a collective/small company.

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.

EDIT NAPOLI

29 - 31 October 2021

Each candidate must also provide the following information:

- Brand name
- Product typology
- Website
- Product portfolio with indications of prices
- Delivery time for the products ordered from the portfolio
- Participation in previous fairs
- Existing sales channels (dealers, shops, online platforms, etc.)
- Contacts (email, phone, address)

Art. 3

Participation costs and Terms of payment

Please send an email to 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 undertakes to send the selected products to the Complesso Monumentale di San Domenico Maggiore, by vehicle or by courier, by 26th October 2021.

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

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].

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

EDIT NAPOLI

29 - 31 October 2021

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 2021 event on 29th – 30th – 31st October 2021 (opening by invitation on 28th October 2021).

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 1st September 2021. Any advances paid will be retained by Tide srl as penalty for compensation for damages suffered. In case of cancellation of the fair due to exceptional circumstances, the deposit will be refunded, or it will be possible to freeze it for the 2022 edition.

Art. 8 **Conflict resolution**

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 **Definition**

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
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