





THANK YOU FOR YOUR INTEREST

DESIGN CAROUSEL

24TH September 2016

Coram's Fields – Bloomsbury, London

Please read through
the following details for
participation to make
sure you know the where,
what & how
of the event

We look forward to
making a great fair
together! If you have any
further questions please
get in touch...



THE EVENT

Welcome to Design Carousel - London's first children's design fair set in a magical parkland in the heart of the city.

To be held during London Design Festival 2016, Design Carousel is proud to be a unique London design destination for the whole family: the first event of its kind. Design Carousel aims to engage and immerse the young (and young at heart) in the world of design & creativity, whilst celebrating UK based designer makers.

For our opening year, we are very excited to partner with and support Coram's Fields, a Bloomsbury based children's park charity, to promote creative play and discovery in the city. Nestled in the long standing creative Bloomsbury hub, on the edge of trendy Lamb's Conduit street, opposite Great Ormond Street and on the original site of the Foundling Museum: it is a Grade II listed site that offers an equal and unique balance of greenery, history, community and play.

Design Carousel has developed with input from a collective of designers, researchers, creatives who are also parents. Having worked in design & innovation consultancies, we are good at spotting opportunities & bringing them to life.

Design Carousel is a community led design event that strives to be free for all to enjoy.



We are working in partnership with and in support of Coram's Fields charity and volunteer our time & energy. We are always looking out for further collaborators, supporters and sponsors to improve the event & keep it **free**



THE EVENT & YOU

We would like to offer you a chance to join the Design Carousel to engage your audience and use the platform to share your creativity & products

The designer maker fair forms the backbone to the event, where we welcome and celebrate UK based designer-makers who imagine & create products with appeal to children/parents. We are excited to make this a central piece of the programme and it is for this reason that participation is by invitation/selection only. We are looking for innovative and interesting products & approaches that also echo our design values...

In particular, we are seeking out:

- Creative & original products
- Quality materials, sourced & made with care
- Appeal to children/parents or both
- Created in UK

THOUGHTFUL

INVENTIVE

PLAYFUL

If selected, please make sure that you choose the products & display that are most suitable for the event and that best reflects the themes & values we are promoting.






We believe in exchange,
collaboration & great
opportunities from new &
established relationships.
Great things can happen
from connecting like
minded individuals,
businesses & organisations



YOUR STALL

- The Designer Maker fair will run from 11am-5pm and will be set up in the Coram's Fields grounds, leading up to the famous Pavilion landmark. It will form the central and colourful part of Design Carousel, visible to passers-by from the main gates.
- You will be provided with a 2x2m pop up waterproof gazebo (4 side panels) + trestle table + chair.
- In the instance of *very* bad weather (it will be September after all), stalls will be moved indoors, using trestle table only. This decision will be made prior to set up.
- Please make sure that you provide any branding material, boards, decorations to dress your tent and best reflect your business & products – we want you to have a successful trading day!
- We encourage you to share your business cards or flyers but please do so directly from your stall only.
- All types of display and any equipment need to be kept within the space of the stall. If you require extra space, please let us know as there are opportunities to do so but extra cost may be involved.





Think about how to make
your stall visually appealing
& consumer friendly.



Show off your products & try
to involve the audience in
your design process/story –
make something, tell
something, give something



PAYMENT & TERMS

- As soon as you have been selected and received your confirmation for participation, please secure your place by making the participation payment. If you have made arrangements to run a workshop or talk in exchange, we ask you to commit by making the payment, for which you will be reimbursed post event
- Please use the PayPal 'payment' button on 'Participate' page to pay £45 as a donation to Coram's Fields & to cover basic costs. Places are limited so please do not wait to make payment.
- Refunds or exchanges are given only if the trader gives 30 days cancellation notice. Refunds are paid directly into the maker's bank account.
- Please arrive promptly to set up your stall. Trading starts at 11am so please arrive from 10am. On arrival, you will need to sign in at the CF office. CF has a strict policy of entry only if accompanied by a child. While you are, of course, very welcome to bring your children- we hope you do – you will be exempt from this by registering
- Trading closes at 5pm (there will be a bell to let everyone know) so please have your stall cleared no later than 6pm. Please remove all rubbish, taking commercial waste with you.
- Traders should not arrive after opening or continue to trade after closing. Your stall should not be moved






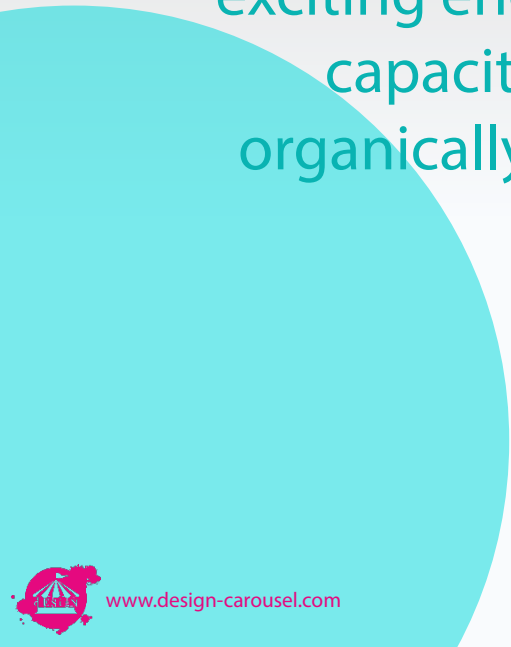
We want to secure a great programme & make sure you get the most of the event – so don't delay & secure your place



PROMOTION

- Once confirmed, we would like to feature you on our website & social media. Please let us know if you do not want to be listed or promoted in this way.
- We will require an image and link as basic information for the website. If you would like to instruct us which material you would prefer us to use, please do – otherwise we will lift from what we see works best.
- To help the word spread, we would, of course, love you to share the event with your network...and keep it rolling
- Connection with London Design Festival gives a definite advantage to this event & its participants. Although there are many LDF partners, there is nobody (we are aware of yet) that focuses on design for & around children. We hope this makes us stand out for all the right reasons and we aim to grow this topic & event in the future.
- Coram's Fields will be placed on the London Design Festival map, sitting close to this year's new Kings Cross design destination and Clerkenwell & Islington design districts. The festival overall attracts over 37,500 people over the week, from over 75 countries.
- Moreover, Coram's Fields celebrates 80 years this year so park goers & enthusiasts will have their eyes on this year's events in particular - to join in the celebrations and raise money for this unique charity.





We believe if news is
exciting enough, it has the
capacity to spread
organically & keep going

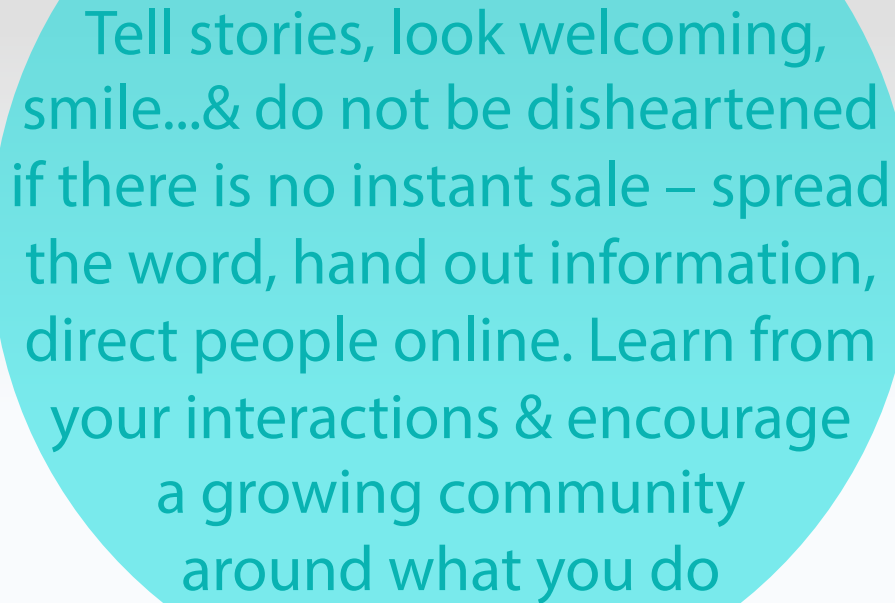


OTHER INFORMATION

- For those running workshops or talks during the day, we can try to arrange for a DC volunteer to look after your stall. However, if a friend or family member can do this (as they are also most clued up about you/your brand & products) – please do make arrangements...and we will make sure they get lots of tea & biscuits!
- Fair goers will be advised that the event is 'cash only'.
- As Coram's Fields is a children's charity, we would like to collectively make sure that the event is safe & child friendly.
- By taking part, you are also responsible for keeping vigilant, always putting children first. Please notify one of the DC team or CF staff of any security incidents or suspicions.
- Café and toilets are available on site.

Please keep an eye out for updates on the website.
You will be reminded by email of all details a week prior to the event. We look forward to seeing you there!





Tell stories, look welcoming, smile...& do not be disheartened if there is no instant sale – spread the word, hand out information, direct people online. Learn from your interactions & encourage a growing community around what you do





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Take a piece of the magic with you