

WORLD
DESIGN STREET
FESTIVAL

TURN IT
AROUND



16-25 SEPTEMBER 2022, VALENCIA, SPAIN

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Did you know
that you too can
participate in
World Design
Capital Valencia
2022?

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VALENCIA, SPAIN



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The objective of the Street Festival is to democratize design, open World Design Capital to society and offer an umbrella under which programming of general interest is created, and of which all agents linked to the sector can take part.

The Street Festival will take place in different parts of the city, with interventions of different impact and visibility, but always under a common objective:

‘Surprise, make design visible and show the importance and versatility of design’.

The ‘World Design Street Festival’ is one of the main events of the ‘Valencia World Design Capital 2022’ and will take place in Valencia, Spain, between SEPTEMBER 16-25, 2022 under the motto ‘Turn (it) around’.



01

What are they

One of the objectives of the Street Festival is to generate a fortuitous encounter between people and design elements in everyday environments, through activations such as "design windows": ephemeral exhibition elements that will show what you want and what you think is relevant to your brand or product.

Through actions in the urban space, a highly diverse creative and business community will be formed, which seeks to provoke spontaneous reflection among citizens on the usefulness, relevance and importance of design in our lives.



Front view

02

What are we talking about

The main consideration is brand recognition and visibility, differentiation, reinforcement of a positive image, as well as a magnificent opportunity to present the relationship between the brand and design in society. In this sequence of urban interventions with their own narrative, the exhibition piece will be the protagonist and the one who will tell its own story and of the brand behind it. Because, after all, we are our environment.



Back view

03

Where will we find them

As part of the program of interventions of the Street Festival, the windows of design will be distributed throughout the city, with the aim that citizens come across them in their daily lives, in a spontaneous and surprising way.

See the map of locations here:



‘Exhibit elements of design in unexpected places and out of context, as part of a sequence with its own narrative, that brings design closer to citizens and show its usefulness and value in our lives’.

The assignment of location will be carried out in strict order of contracting and may not be modified except of force majeure.



04 With whom I coordinate and organize

The coordination and art direction is the responsibility of **Signne Creative House** who will define, together with the collaborating company, the design and creativity of each exhibition sample which is proposed, pushing the limits of each proposal to achieve the attention and curiosity of the citizenship on the piece.

Signne CH will be your interlocutor with the Design Capital and will ensure the interests and objectives of the Street Festival and your brand, in equal parts.

You can contact us under: windows@streetfestivalvalencia.com



05 And this... how much does it cost me?

The rental of each design window has a price of **3.950€/Unit. + VAT** and includes assembly and disassembly, according to the indications previously agreed with the coordinating team, as well as surveillance personnel 24/7.

[Download contract](#)



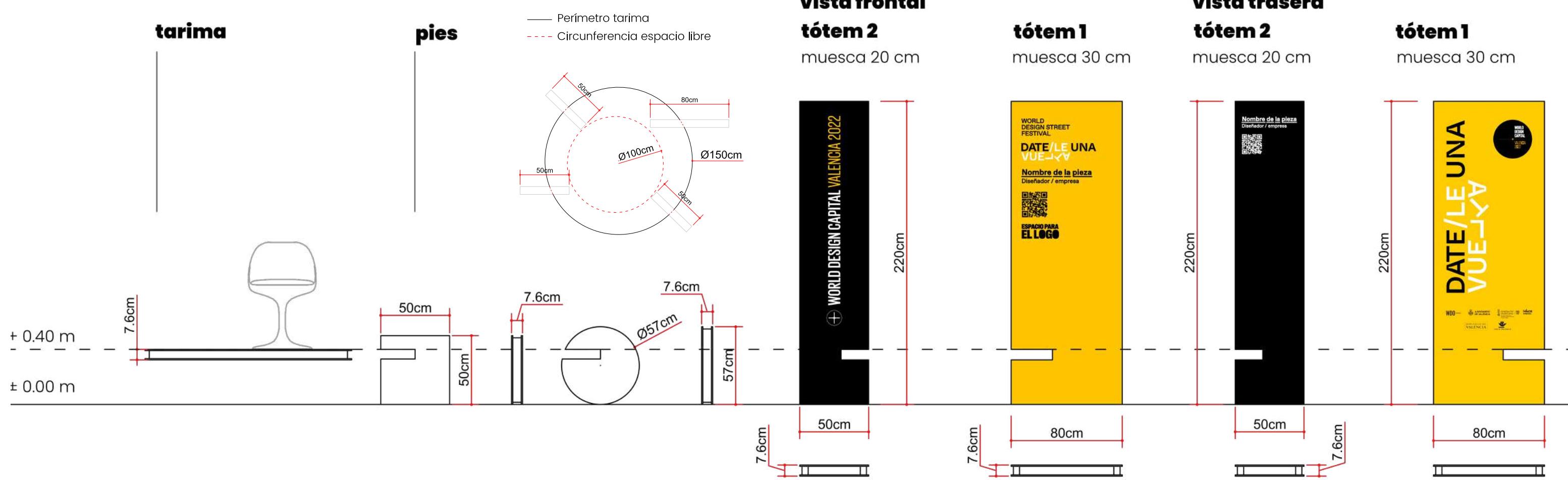
06 When and until when

The deadline for receiving applications is July 30, 2022.

The Design Windows will be exposed in the city between September 16 and 25, 2022, both inclusive.

07 Some rules

1. Review the **attached contract** and contact the team to resolve any questions that may arise at: windows@streetfestivalvalencia.com
2. Once all doubts are cleared, send us the signed contract to the same email.
3. When you receive back the contract signed by us, make the reservation payment according to the instructions and send the receipt.
4. We will contact you as soon as the payment is received to discuss your proposal for an exhibition piece and get to know each other.
5. Complete the briefing form that we will send you. Take your time and share with your team to define what you want to exhibit, how, why and everything that helps your piece look the way it deserves.
6. Take a tour through the location map and make your wish list. Hopefully there will be a match and among the chosen ones there will be one waiting for you!
7. Share and comment how you want to display the piece. The final design of the exhibition element is up to you and the management and coordination team will validate it, seeking to meet your needs, BUT without forgetting the aesthetic coherence and harmony of all the interventions, as well as other rules of use.
8. If you need help defining the piece, you can contact Signne CH for advice. These services are outside of this agreement and will be valued separately based on the briefing.
9. Send us the logo you want to be displayed, along with the exact name to include in the window description.
10. Read the explanatory text that we will prepare to describe your window and tell us if everything fits you.
11. Take a break and enjoy the summer.
12. Take the exhibition piece for its installation and setting up in the window between 1 and 2 days before the start of the festival. We will tell you where and when to get organized.
13. Go to the location of your window on the day of the assembly.
14. Take a tour through the Street Festival between September 19 and 25 and enjoy all its programming.
15. Take lots of photos and share them using #dateunavuelta and #designstreetfestivalvlc
16. At the end of the festival, remove the piece according to the schedule set by the organization, or specify if it should be destroyed at the end of the event.
17. See you next year?



TELL ME THE DETAILS

All the elements that constitute the piece will have to be prepared for the exterior. The maximum weight of the piece to be exhibited will be 35 kg. The installation does not include light or electricity if required. The exhibition piece may be manipulated for its exhibition, with the authorization of the collaborating company and prior agreement.

The installations will be carried out with the unevenness of the street, although an attempt will be made to level it and look for the areas with the least irregularities.

The window is a standard design that can be adapted to specific needs at a separate cost.



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