

**2011 Taiwan International Design Expo—  
International Feast of Multidisciplines of Design**

**Registration Period**

Application for the expo should be filled before Dec.31, 2010

# **The Zenith of Design——**

## **The Vision and Goals of 2011 Taiwan International Design Expo**

### **2011 World Design Congress in Brief**

International Council of Societies of Industrial Design (ICSID), International Council of Graphic Design Associations (ICOGRADA) and International Federation of Interior Architects/Designers (IFI) jointly established International Design Alliance (IDA) in Oct., 2007. IDA holds world design congress every six years. The very first world design congress will be held in Taipei City in 2011.

Many supporting events will be concurrently held with the 2011 World Design Congress, 2011 Taiwan International Design Expo is one of them.

## **2011 Taiwan International Design Expo—**

### **A Feast of Crossover and Borderless Design**

2011 Taiwan International Design Expo is a major event under the said congress will display works of graphic and interior design, architecture and art. Visitors will experience from past to future life styles through this grand design event. Government agencies, design organizations and companies, world-famous enterprises and educational institutions from more than 40 countries are invited. An estimate of 1 million visitors from home and abroad will take part in this event.

### **Features**

#### **Miss out on Global Design Platform!**

The expo transforms static display in the past into “creative global design interaction”. In addition, crossover designs and international design resources are also present as well.

#### **An Unprecedented Show**

Visitors will have an opportunity to experience futuristic space on site. With the theme “Design at the edges,” the organizer presents you with an inspiring covering works and corporations of diverse fields of design from all over the world! It’s an unprecedented show!

#### **A Splendid Theme**

Under the theme “**Design at the Edges,**” which breakthrough will be achieved with an interaction between design and other fields which science, technology, government and business. New discovery will be achieved through interplay among people with different design background (industrial design, visual communication design, and interior design). Brand-new, controversial, or experimental concepts and design will challenge all limits.

#### **Reason for Not Missing Out on 2011 Taiwan International Design Expo**

1. **Boosting this event** : Your participation will boost the said event and the continued success of ensuring events.
2. **Reaching out to the world** : This expo provides you with an excellent opportunity to reach out to the world and gain first-hand experience in aesthetic economy.
3. **Crossover design resources** : This event, attracting representatives

from the industry and related fields, government agencies, and non-profit organizations, is capable of integrating international design resources.

## General Information

Three exhibition venues are available for designers to display their products. The following are their respective features.

### 1. **Exhibition Venue at SongShan Creative Design Park (Exhibit area: 6,600 m<sup>2</sup>, Not open for Public Application)**

This venue is for dialogue between art and culture and showcases products that combine design with culture and art. Designers and non-designers can exchange ideas here. 6 sub-exhibitions are included.

#### **(1) Theme Exhibition**

The exhibition planned by international curators shows modern, forward-looking, cultural and global design perspectives.

#### **(2) Vogue Design Exhibition (National Palace Museum)**

National Palace Museum is a visitor-oriented cultural institute that keeping up with the change of time with optimal use of its wide collection and resources. Recreation of past glory with the assistance of multimedia and space design and coupled with cultural and creative products creates an atmosphere linking antiquity with modernity.

#### **(3) International Graphic Design Exhibition**

Avant-garde graphic designs are displayed under the theme “Design at the Edges.” Exhibited items fully integrate science with art, providing visitors with a brand- new visual experience.

#### **(4) International Interior Design Exhibition**

Designs combining different cultures and lifestyles with green and sustainable development illustrate a symbiotic relationship between interior design and the environment.

#### **(5) International Craft Design Exhibition**

This exhibition features avant-garde crafts that incorporating traditional craftsmanship and fashion.

#### **(6) Taipei Digital Arts Exhibition**

With the theme “communication and interaction”, this exhibition stresses an interaction between users and devices and tells how life, art and technology kindle sparks by allowing visitors to interact with exhibits.

#### **(7) Creative Studios**

The exhibition collects works of high-caliber creative studios of Taiwan and provides a platform for creative industries.

### **(8) Creative Market**

A market closest to visitors will surely whet their stopping appetite.

## **2. Areas A and D of Taipei World Trade Center Exhibition Hall (1,683 m<sup>2</sup>)**

This exhibition venue serves as a stage for young designers to demonstrate Taiwan's design prowess. Curated by famous designers in Taiwan, it is also the best channel for students of department of design and other young designers all over the world to present their design concepts and products. This hall houses the following three exhibit areas:

### **(1) Taiwan Top 100 Designers (100 booths)**

Under the theme "Design at the Edges," works of 100 Taiwan designers from fields of industrial, graphic, fashion, multimedia and space design are grouped together in accordance with respective discipline or paired up with different backgrounds in order to showcase Taiwan's design prowess.

### **(2) Fresh Designers' Exhibit Area (200 booths)**

Design schools worldwide present their educational philosophy and work of students' designs in a powerful and unconstrained manner.

### **(3) Creative Link among International Designers (100 booths, NOT open for Public Application)**

Young Designers' Workshop (YDW) is an international design workshop especially for young designers.

## **3. Exhibition Venue at Nangang Exhibition Hall (22,638 m<sup>2</sup>)**

This venue is targeted for international commerce. Multi-faceted dimensions of design are revealed through situational and powerful presentation. Novel, conceptual and interactive experiences are highlighted. This hall is divided into 6 exhibit areas and each with its unique features. They are :

### **(1) Country / City Exhibit Area (200 booths)**

States and cities worldwide are invited to facilitate international design exchanges by displaying culturally-specific and world-famous works of design.

### **(2) International Enterprises' Exhibit Area (300 booths)**

Famous local and foreign enterprises are invited to present their corporate images at this exhibit area.

**(3) International Organizations' Exhibit Area (100 booths)**

Works of design from IDA, design societies home and abroad, art and cultural organizations (such as museum and fine arts museum), and non-profit organizations are displayed here.

**(4) Design Players' Exhibit Area (200 booths)**

Global design companies or studios present their design concepts, services and products here. Diverse cultures as well as dynamism of designers are also presented here.

**(5) Taiwan-Mainland China Exchange Exhibit Area (100 booths)**

Exhibitors in this area include associations, on-profit organizations, enterprises (conglomerates), design firms, and design studios from mainland China. Items of avant-grade, CIS, and latest development in design will be displayed at this area.

**(6) Taiwan Culture & Creativity Exhibit Area  
(100 booths , NOT open for Public Application)**

Digital media design is presented in an interactive manner. Creativity is fully demonstrated in this area to show a wide diversity of images of Taiwan.

## **Exhibit Date**

**1. Exhibition Hall at SongShan Creative Design Park**

Exhibit Date : Oct. 9 to Nov. 4, 2011

Opening Hours: Monday – Sunday, 10:00 a.m.- 18:00 p.m.

**2. Areas A and D of Taipei World Trade Center**

Exhibit Date : Oct. 22 to Oct. 30, 2011

Opening Hours: Monday – Sunday, 10:00 a.m. – 18:00 p.m.

**3. Nangang Exhibition Hall**

Exhibit Date : Oct. 22 to Nov. 4, 2011

Opening Hours: Monday – Sunday, 10:00 a.m. – 18:00 p.m.

## **Fees**

1 、 Registration fee: none

2 、 Booth Rental fee: none

3 、 Booth security deposit: To avoid disputes during decoration, preparation and dismantling periods, NT\$5,000 (US\$160) in security deposit is required

for each booth. For exhibitors at **Fresh Designers' Exhibit Area**, NT\$20,000(US\$645) in security deposit is required for each school.

Each booth is provided with standard power supply (110V/500W). Exhibitor requiring additional power shall pay additional fee in full before decoration begins. Please refer to exhibitors' brochure for payment deadline and the calculation of water and electricity fees, and other information (Exhibitors' brochures will be available at meetings to allocate booths).

## **Application:**

Application procedures :

Please download the application form from 2011 IDA Congress website ([www.2011ida.com](http://www.2011ida.com)) and send the filled form with a proposal (Theme presentation, exhibition planning, graphics and descriptions of exhibits shall be included in 10 pages) mail it to

**2011 Design Expo Team**

Email : [expo@2011idacongress.com](mailto:expo@2011idacongress.com)

Fax: 886-2-2655-8288 ; 886-2-2655-8447

3F., Bldg. G, 3-1 Park Street, Nangang Taipei 115, Taiwan

## **Organizers :**

1. Advisor: International Design Alliance
2. Organizers: Ministry of Economic Affairs ; Taipei City Government
3. Executing organizers: Taiwan Design Center ; Taiwan Design Alliance
4. Co-organizers: Ministry of the Interior, Ministry of Foreign Affairs, Ministry of Education, Ministry of Transportation and Communication, Government Information Office, National Palace Museum, and Council for Cultural Affairs
5. Sponsors : (Soliciting)

## **Contact Us :**

**2011 Design Expo Team**

Email : [expo@2011idacongress.com](mailto:expo@2011idacongress.com)

Utzi Hsu Tel : +886-2-2655-8199 ext 165

Vina Chang Tel : +886-2-2655-8199 ext 153

Website: [www.2011ida.com](http://www.2011ida.com)

Taiwan Design Website: [www.boco.com.tw](http://www.boco.com.tw)