

Call for Proposals: Red Earth Design Mela – Monsoon 2013 : BLUE!

Conceived, curated and presented by Red Earth / As part of The Monsoon Festival 8

ABOUT

Discover and Celebrate Design! A special curated design fair featuring multiple design mediums by some of the country's best creative talents: from fashion to food, products, home-decor, accessories, crafts, music & more...

Read more: <http://www.redearthindia.com/images/events/tsf2/redm-about.pdf>

This edition of the mela is on the theme of 'Blue' (curatorial note below)

Check out the theme mood board on

<http://pinterest.com/hemkalyan/blue-a-mood-board-for-our-monsoon-design-mela-2013/>

VENUE

Alliance Francaise de Delhi (Galerie Romain Roland)

72, Lodhi Estate, New Delhi 110003

DATE / TIME

Fri 23 Aug – Sat 24 Aug, 2013, 11 am to 8 pm

STALL PRICE

INR 15,000 + 20% of sales

Inclusions and size: 2 tables and chairs per stall.

GUIDELINES

- The stalls in the mela are by invitation only or via a process of selection.
- Emerging and established design entrepreneurs / initiatives may apply.
- Please send us a proposal with a description of your design project and images of your work that you hope to showcase at the Mela.
- [This edition of the mela has 'Blue' as its curatorial theme. We are hoping to tightly curate the collections, and designers are required to create a special collection or show existing work in consultation with us.](#)

WHO CAN APPLY

- Designers: Fashion / Products / Home
- Artists, craftspeople
- Creative enterprises in any medium: food, music, and more...

Contact Himanshu Verma / himanshu@redearthindia.com / 41764054 for enquiries / bookings.

Send in proposals latest by June 30, 2012 – Earlier the better!

We are now finalising the design mela participants - http://www.themonsoonthefestival.com/?page_id=30

However, we are still accepting relevant proposals. Submit soon to be finalised by August 1, 2013.

SOME OTHER INFO:

- We have a strict process of quality control and promote the mela amongst our niche network of design enthusiasts, hence making it one of the most respectable and interesting places in the city to show your work.
- Average footfalls expected per day (based on previous footfalls): 300-350 per day
- The participant's names and URLs will be publicised prominently on all promotional materials, and our online networks, promising you good visibility amongst the relevant audience.
- Sustainability is of utmost importance in any creative practice, and we are hoping for you to do good business. But the REDM goes beyond that – we want to create friendships and a vibrant design community.
- Check out previous editions of the mela at:
http://2011.themonsoonthefestival.com/?page_id=480
http://redearthindia.com/?page_id=1071
http://themonsoonthefestival.com/?page_id=33
http://redearthindia.com/?page_id=1298
<http://www.facebook.com/media/set/?set=a.288813481203461.69156.134516339966510&type=3>
<http://www.facebook.com/media/set/?set=a.255018681281823.55108.242278152555876&type=1>

A CURATORIAL NOTE

Red Earth Design Mela, Monsoon 2013 edition celebrates [Blue?](#)

Why Blue? Blue is true!

In an effort to make the design mela, increasingly a curated space featuring new collection, new ideas, new directions; we humbly essay to pay tribute to this colour, the colour of sea and sky, and one that holds the promise of an infinite monsoon exploration.

The designers are required to create special new collections for the design mela or present existing work which may correspond to our theme, which may be curated in close consultation with us.

We encourage you to look at your interpretations of the colour, but we want you to engage with blue from diverse perspectives, from those indulging in an abstract celebration of the colour, to one associating it with the elements and the grand Monsoon season.

And for us, culturally, blue is the colour of the blue god, Krishna, who we also celebrate later in the Monsoon Festival, with a painting exhibition themed on his antics!

Our blue mood board on Pinterest will help you image what we mean – the scope of the colour: <http://pinterest.com/hemkalyan/blue-a-mood-board-for-our-monsoon-design-mela-2013/>

We are looking at blue collections which engage with vast colour palette available under the umbrella, accented with just a tinge of other non-blue colours!

We are inviting work in different mediums, let's create blue fashions, textiles, blue jewels, blue spaces, blue art, blue food and blue music, and more blue....

We are also as always encouraging a minimal approach – a fewer products but displayed effectively rather than a truck load. Also, if possible we request for a collection which is reproducible easily, since this would help you take orders, and we can also use this collection to sell online from our website and other social media platforms.