design summit tour

[SYD] [NYC] [MEL] [CHI] [LON] [SFO] [HKG]

featuring
[deals] – funding & channel
[city] design awards
[app] design awards
[forum] the design economy

THE DESIGN 100

design100 mission

design100 exists to grow design demand

We celebrate the courage of those who commission, create and consume design

We celebrate those who create and underpin demand for design

We do this so our society can leverage the most effective, proven and understood method to accelerate transformation – design

Our focus is applied design – the place where economics and creative industries intersect

We do this through encouraging involvement by those connected to the design economy.

Want to get involved,
want to join our community…..

the journey to the summit, it's time to join us

This is a short story of how design100 & Design Summit has come to be. It might be new to you, however it's been in the works for 9 years. design100 is a community that celebrates the courage to commission and create design projects with the mission to grow demand for design. But most importantly it's a community that understands the design economy. It's now time to share with you that knowledge; to celebrate excellence and accelerate the transformation happening in our society, naturally facilitated through design and tech fuelled projects.

I'd been working around design for over 20 years as a creative director and noticed that the design market conversation had a bias to focusing on those who created and was missing out on the valuable voice of those who commission design – this didn't sit well with me as I was well aware that markets need both supply and demand and design was a market where supply was leading the conversation.

Yes we expect design projects to offer up the new, something that hasn't been proposed before, but that all begins with the person who has the courage to commission a design project.

design100 was setup to grow that voice, along the way we've run 20 design awards programs in 7 cities, reached an audience of over 50 million, grown a community of people passionate about applied design and had the input from over 150 panel members who have helped curate nominations, rate nominations and advocate the design100 mission to grow demand.

Mid 2014 I began exploring a forum that focused on the design economy, initially that was to be a prelude to the [city] design awards presentation. As with all great projects it took on a life of its own and grew into 3, 4, 5 and 6 days of programing. It needed an umbrella to fit all that under – welcome to the design summit – I hope you gain as much from your engagement as I do

Mark Bergin
Founder – design100

design summit tour - dates

design summit [SYD]

11 AUG [deals] funding – equity, project **channel** – distribution, license, marketing
12 AUG [forum] the design economy
12 AUG [awards] Sydney Design Awards Presentation
13 AUG [workshop] Design Business Council Workshop

design summit [NYC]

15 SEP [deals] funding – equity, project **channel** – distribution, license, marketing
16 SEP [forum] the design economy
16 SEP [awards] New York Design Awards Presentation
17 SEP [awards] USA App Design Awards Presentation
18 SEP [workshop] Made for People Workshop
19 SEP [roam] Red Hook

design summit [MEL]

12 OCT [deals] funding – equity, project **channel** – distribution, license, marketing
13 OCT [forum] the design economy
13 OCT [awards] Melbourne Design Awards Presentation
14 OCT [conference] AIMIA V21 Conference
14 OCT [awards] AUS App Design Awards Presentation
15 OCT [conference] Leading Product conference
16 OCT [workshop] Design Business Council Workshop
16 OCT [hack] Design Hackathon
17 OCT [roam] Collingwood/Fitzroy

design summit [CHI]

4 NOV [deals] funding – equity, project **channel** – distribution, license, marketing
5 NOV [forum] the design economy
5 NOV [awards] Chicago Design Awards Presentation
6 NOV [workshop] Made for People Workshop

design summit [LON]

9 DEC [deals] funding – equity, project **channel** – distribution, license, marketing
10 DEC [forum] the design economy
10 DEC [awards] London Design Awards Presentation
11 DEC [forum] the apps economy
11 DEC [awards] UK App Design Awards

design summit tour

[SYD] [NYC] [MEL] [CHI] [LON] [SFO] [HKG]

Each design summit is made up out of building blocks, either from the design100 toolbox or from our industry partners

[drinks]
Welcome drinks provide a casual soft start to the design summit, networking and story telling are at the core of any summit, join us for a drink and share a yarn.

[deals]
Money makes the world go around – join us as we match up equity finance, project finance, design licensing and distribution deals. A vibrant matched opportunity event for investors, brand houses and distributors.

[forum] the design economy
Design affords both cultural and economic benefits to our community. This forum isn't about how the design creative process occurred but how the project was commissioned, project managed and the exploration of the business model behind the project.

[city] design awards
The [city] design awards celebrate the courage of those who commission design projects and those who create design projects. Nominations are across space, object, visual and experience design categories, culminating in the best start-up, best design studio and design champion.

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[SYD] [NYC] [MEL] [CHI] [LON] [SFO] [HKG]

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[deals] funding channel
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the design economy [forum]
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[city] design awards
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[app] design awards
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[bike] design awards
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Cont….

[app] design awards
The [app] design awards celebrate the courage of those who commission design projects and those who create design projects. Nominations are across 20 categories, culminating in the best start-up, best design studio and design champion.

[hack]
Hackathons have been the hotbed for the tech boom, the design summit hack brings city centric APIs, design problems, technologists and service design experts into a heated design hack – focusing on the paper design outcomes achievable in a day and a half.

[roam]
Sometimes we need to get onto our feet and roam to learn, the design summit roam provides a curated set of artisan cafes, open studios, showrooms, popups and talks all designed to excite creative minds.

[showcase]
Through observing others' excellent work we inspire and trigger new projects and new potential. The showcase is a curated selection of award winners, selected emerging designers and standout examples of new techniques, materials and methods.

[film]
Film is the most resilient medium for story tellers, the design summit film program will feature both classics and new releases to stimulate and drive dialogue.

design summit tour

THE DESIGN 100

[SYD] [NYC] [MEL] [CHI] [LON] [SFO] [HKG]

How to get involved:

	Tour Partners		City Partners	
Platinum	**$100k**	**£65k**	**$20k**	**£13**
Gold	**$50k**	**£35k**	**$10k**	**£6.5k**
Silver	**$25k**	**£16k**	**$5k**	**£3.3k**

Our sponsorships are based around three tiers Platinum, Gold & Silver.

The packages are starting points to help sponsors gain a foothold into a new design conversation, with those who commission as well as create design.

Too often sponsorships are used to block competitors from gaining voice in the market, we prefer to engage with sponsors who are looking to start up a new conversation, to go where others haven't and to explore the future with like minded forward thinking design champions.

Below is a short form sponsor level overview to get you started. We've got more details of sponsor levels but think that's best left to a conversation. For more email mark@design100.com or +61 418 565 848

Platinum level
First mention, largest logos, most exposure, most access, input of ideas on how to expand the summit, 10 VIP tickets, welcome function slot, forum or deals segment slot, MC mention of business positioning, showcase content/display

Gold Level
Following up mention, middle size logos, general exposure, modest access, 5 VIP tickets, showcase content/display

Silver Level
Supporting partner logos display, VIP access, 2 tickets, welcome function invitation – material distribution, 25% discount on showcase space

our community

THE DESIGN 100

50m +
digital reach

1m
uniques monthly

26,548
designers*

8,527
organisations*

150+
advisory panel

80+
collaborators

100+
partners

7
design forums

10 award presentations

650,000
newsletters

500,000
winners showcases

* May 2015

you looking at me punk!

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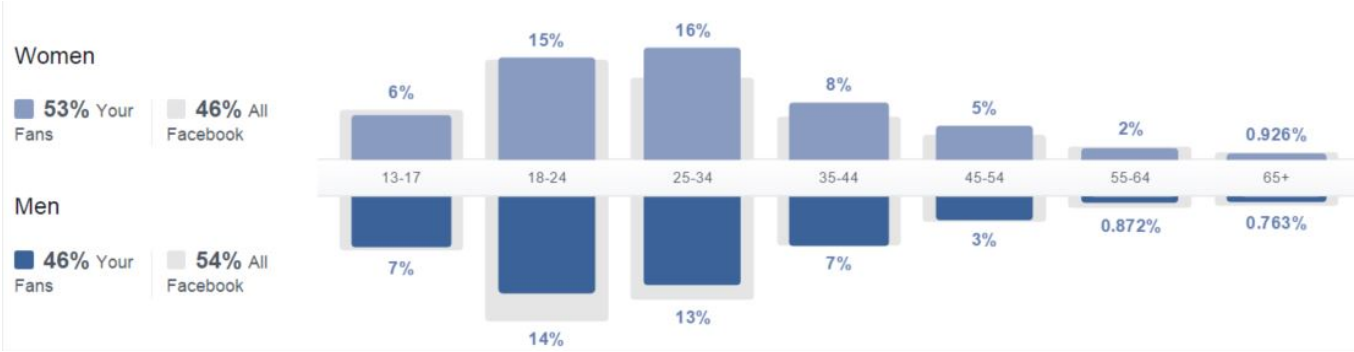
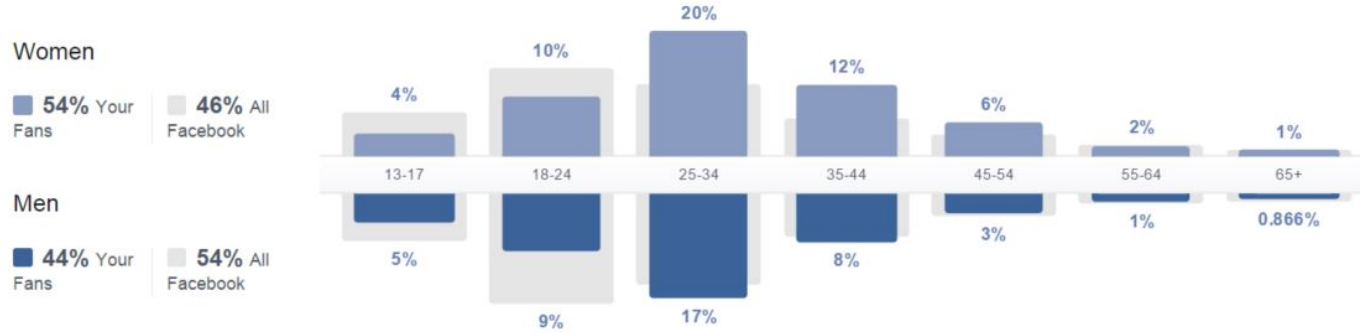
Below is a snapshot of who is currently looking at design100 programs

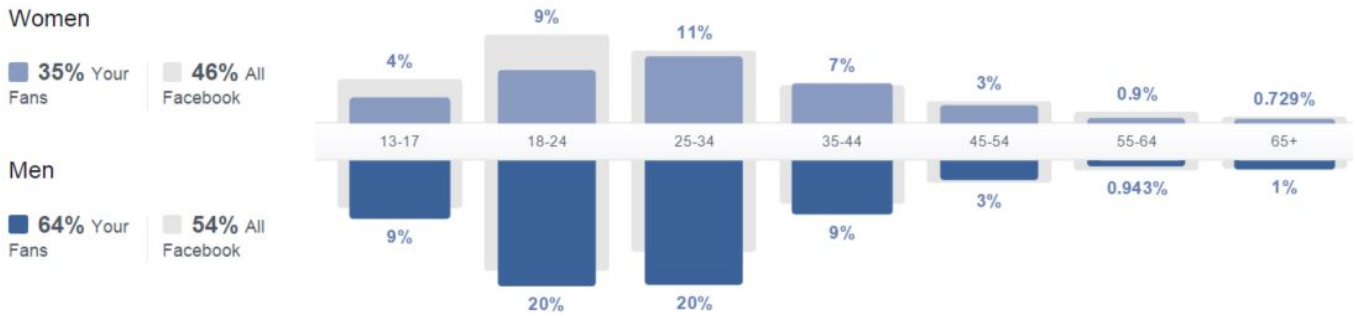
Design100 – community



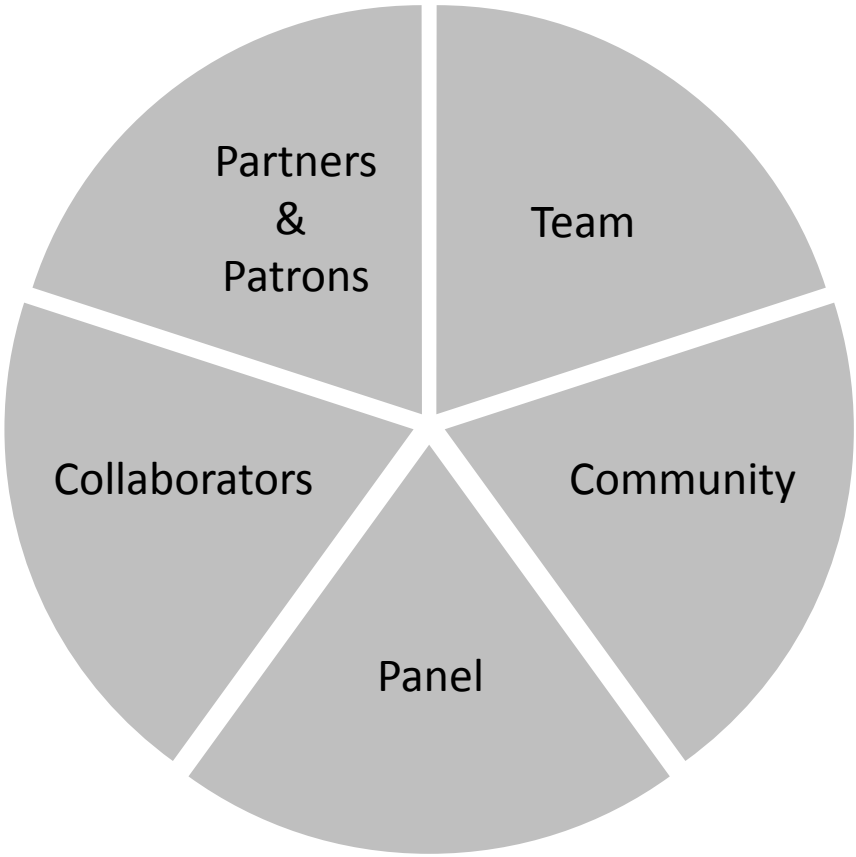
[city] design awards



[app] design awards



our community



The design100 community contributions come in a range of forms, from awards nominations to participation at forum events.

- Nominations
- Studio profiles
- Designer profiles
- Content contributions
- Product reviews
- Social engagement
- Forums

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[deals] funding channel
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the design economy [forum]
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[city] design awards
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[app] design awards
THE DESIGN 100

[bike] design awards
THE DESIGN 100

our community

collaborators

The design economy is built upon supply and demand. design100 works with peak bodies and industry groups.

Our mission supports industry associations through advocating and building demand for design services.

design100 provides a platform for economic development programs, export programs and inbound investment teams who are looking for new avenues to showcase the design economy in their market.

partners

All design projects bring together the latest ideas, materials and processes. The design100 programs offer a range of activations for design brands to connect with those who consume design, either professionally or as end users.

Partner options include event hosts, nomination packs for users of your product, branding programs, product profiles, company profiles, panel supporter, forum supporter.

our community

panel

Panel members are recognised voices in the design economy sourced from leading studios, industry bodies and design commissioners.

The panel members curate nominations, rate programs, contribute content and provide advocacy.

The panel is broad based as design100 programs cover multiple markets and design areas. Additional panel members are appointed throughout the year to provide specialised input and ensure diversity.

The design100 reachout is driven through the advocacy of the programs by the panel. Panel members do this though mentioning the awards via social media, advocating to partners and speaking about the awards at forums or during private conversations.

Panel members are recognised for their significant contributions as “All Stars” or “Hall of Fame”.

“All Star” members
Matteo Bologna – The Type Directors Club/Mucca Design
Glen Barry – Genius Group
Jamie Durie – Durie Design
Jennifer Zhu Scott – Establish Asia
Eric Gertler – NYC EDC

“Hall of Fame” members
Rick Bell – NYC DDC
Debbie Millman – Design Matters/Sterling Brands
Paul Charlwood – Charlwood Design
Grant Davidson – Davidson Branding
Dan Formosa – Smart Design/SVA

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[SYD] [NYC] [MEL] [CHI] [LON] [SFO] [HKG]

[deals] event - Run sheet

9.00	Registration	
9.30	Welcome	
9.40	Segment 1	funding equity
10.40	Break	
11.00	Segment 2	funding projects
12.00	Lunch	
1.00	Segment 3	channel - license
2.00	Break	
2.20	Segment 4	channel - distribution
3.20	Break	
3.40	Segment 5	channel - marketing
4.40	Day Concludes	
8.00	Welcome drinks	

[forum] & [awards] - Run sheet

8.00	Load in Expo stands		
9.00	Registration		
9.30	Welcome		
9.40	Segment 1	[city] Space	[app] disruption
10.40	Break		
11.00	Segment 2	[city] Objects	[app] IoT
12.00	Lunch		
1.00	Segment 3	[city] Visual	[app] connected devices
2.00	Break		
2.20	Segment 4	[city] Experience	[app] platforms
3.20	Break		
3.40	Segment 5	[city] Design Economy	[app] future now
4.40	Wrap up Forum		
4.50	Break		
5.30	Trophy Presentation		
7.00	Day Concludes		
8.00	Expo cleared out		

[city] design awards

Started in 2010 the [city] design awards celebrate the courage of design commissioners and design creators across 40 categories grouped by Space, Objects, Visual and Experience. The awards programs are overseen by an industry expert panel and are formed through curated and open nominations. The Design Commissioner Award is awarded to the project commissioner with the highest aggregate score. The Best Studio Awards are awarded to small, medium and large studio sizes. The Best Start Up Award recognises the use of design in disruptive Start Up projects.

Space Design

Architecture - Commercial – Constructed
Architecture - Mixed Use – Constructed
Architecture – Proposed
Architecture - Public & Institutional – Constructed
Architecture - Residential - Constructed
Interior Design - Corporate
Interior Design - Hospitality
Interior Design - Public or Institutional
Interior Design - Residential
Interior Design – Retail
Installation, Display, Exhibit & Set Design
Landscape Design
Lighting Design
Urban Design
Wayfinding

Visual Design

Graphic Design - Corporate Identity and Branding
Graphic Design - Environmental
Graphic Design - Illustration and Type
Graphic Design - Publication
Graphic Design - Three Dimensional

Object Design

Product Design - Commercial & Industry
Product Design - Entertainment
Product Design - Personal Use
Product Design - Sport - Active Life
Product Design - Concept
Product Design - Home & Garden
Product Design - Homewares
Product Design - Medical
Product Design - Technology
Product Design - Textile + Surface
Maker Design - Materials
Maker Design - Method
Maker Design - Tech

Experience Design

Digital Experience - Mobile
Digital Experience - Signage
Digital Experience - Website
Advertising, Branding, Marketing
Advertising - Outdoor, Retail, POS
Advertising - Print
Event Experience
Film, Video, Viral
Marketing - Branded Experience
Service Design - Government
Service Design - Retail Experience
Service Design - Community
Service Design - Corporate

[app] design awards

Started in 2011 the [app] design awards celebrate the courage of design commissioners and design creators across 30 categories. Starting off as the Mobile Awards, the program observed the change in direction of the sector into being design led and about apps of all types; smartphone, tablet, desktop, M2M, IoT and connected devices. The awards programs are overseen by an industry expert panel and are formed through curated and open nominations. The Design Commissioner Award is awarded to the project commissioner with the highest aggregate score. The Best Studio Awards are awarded to small, medium and large studio sizes. The Best Start Up Award recognises the use of design in disruptive Start Up projects.

Best of the Best

App Design Champion - Chairman's Awards
Best Studio - Small
Best Studio - Medium
Best Studio - Large
Best Supporter

Innovation

Best App Startup
Best IoT
Best Expanded Service or Application
Best New Service or Application
Best Connected Device and Wearable Tech
Best API
Best Dev Platform/Dev tools/framework

Specialist Categories

Government Services
Community
EdTech
Business Platforms
Business Operations
Business Tools
FinTech
Lifestyle
Family
FashionTech
Entertainment
TravelTech
Health

[bike] design awards

As we become more and more urbanized our cities are being transformed by a design revolution in personal transport. The humble bike is no longer as humble as it used to be. The advances in bio-mechanics, materials, manufacturing, and design are leaps and bounds beyond the modest friend we rode to school on in our youth.

design100 is proud to introduce an awards program that celebrates the creativity and courage of both the creators and those who commission these new thoroughbreds. You can enter your project into a range of design categories and receive the recognition you deserve for excellence.

design100 is an international design awards program whose unique set of programs display excellence and creativity on three continents. We celebrate courage and innovation in bike design. Such a program provides a unique opportunity for all sectors of the industry to participate across an extensive range of categories.

DATES

Presentation

SYD 26 Oct

How to get involved:

Award Partner - Event Exposure $2,500
4 tickets, category ownership, distribute material, signage opportunity, MC mention of business positioning – wake them up and hit them between the eyes

Award Partner - Silver $5,000
10 tickets, category ownership, segment co-presenter, distribute material, signage opportunity, MC mention of business positioning - own their hearts and minds. Opportunity to recommend 1 advisory panel member.

Award Partner - Gold $7,500
10 tickets, 1 x Best of category ownership, segment co-presenter, distribute material, signage opportunity, MC mention of business positioning - be in the "best of" company. Opportunity to recommend 2 advisory panel members.

Award Partner - Platinum $15,000
Design Champion Award
10 tickets, Design Champion and Special Award category ownership, segment co-presenter, distribute material, signage opportunity, MC mention of business positioning - Champion the Champion. Opportunity to recommend 4 advisory panel members.