



S/ALON BUDAPEST

DESIGN COMPETITION

S/ALON BUDAPEST IS CALLING ALL APPLICANTS FOR A CHANCE TO
DESIGN A STANDALONE INTERIOR FOR S/ALON BUDAPEST 2021 HELD
BETWEEN SEPTEMBER 24-26, 2021.

AIM OF THE COMPETITION

S/ALON BUDAPEST is providing an opportunity for designers and design studios to bring their interior concepts to life in the form of a standalone interior at this year's exhibition with the theme: the spectacular rugs of Wendy Morrison. In this competition we are looking for the best Applicant to create the enthralling entry installation of S/ALON BUDAPEST 2021.

The entry installation is the first interior visitors will see as they arrive at the event - meaning that the concept needs to deliver the first visual punch. As an interior that stands at the entrance it should grab the attention of onlookers immediately while effectively conveying the high standards and uncompromising values of S/ALON BUDAPEST right away.



AIM OF THE COMPETITION

It is a challenge as much as a responsibility - that is why we are looking for the most unique and interesting design concept that can represent S/ALON BUDAPEST on its own. Furthermore, the entry installation is guaranteed to receive a wide media coverage providing the winning Applicant with a great PR opportunity.

The details and conditions of this competition can be read below, including the main theme of the competition, as well as all the guiding principles for an eligible and successful application. Please, read the following pages carefully, and don't hesitate to contact us for further enquiries at **info@salonbudapest.hu**!



CONTENT AND CONDITIONS

The theme of this competition are the amazing, handcrafted rugs of Wendy Morrison. The core of each submitted concept shall be one of the designer's signature rugs, with the entry installation designed around this centerpiece. A complex visual concept is expected from Applicants, one that is fitting for the specific rug. The focus of the interior must be the rug itself, with other items and elements serving as accessories to this concept.

The competition has no limitations on style or atmosphere, but the final concept has to revolve around the prominent presence of the rug. The emphasis should not be on any specific brand or product, but rather the stylistic or functional unity and vision of the design concept.



CONTENT AND CONDITIONS

One Applicant will be chosen as the winner of the Design Competition, after which the Applicant will have the opportunity to realize their design concept. The winner Applicant and concept will be chosen by Wendy Morrison herself.

Submitted concepts cannot be made public before the end of the event. Subsequent publication of concepts is possible. The winner Applicant will need to accompany the construction process on site, in person, as well as representing the concept on site, in person, throughout the three days of the event.

The deadline for the submission of concepts is April 15, 2021.



CONTENT AND CONDITIONS

DIMENSIONS OF THE INTERIOR

- Stand type: headstand (three open sides and one rear wall).
- Floor area: 850 x 400 cm.
- Rear wall: 850 x 350 cm.

ABOUT WENDY MORRISON'S RUG

- The rug must be placed on the rear wall.
- Type of rug: any of the hand-knotted rugs by Wendy Morrison.
- Size of the rug: 335 x 244 cm.





ABOUT THE DESIGNER

After establishing herself as a freelance fashion designer, Wendy Morrison decided to make her mark on another branch of the industry: the beautiful world of rugs. Today her distinctive brand of bespoke designer rugs is available to a global audience. Wendy's signature style mixes her background in fashion design with impressions of far-away lands, exotic faunas with a hint of maximalism.

We chose Wendy Morrison's rugs as the theme for the competition on grounds of our shared values. The utmost attention to detail, the care with which each product is created and their unmistakable visual impact make Wendy Morrison's work all the more relevant to our exhibition.



ABOUT THE APPLICATION AND EVALUATION PROCESS

Applicants are expected to submit concepts and plans that fit the theme of the Wendy Morrison Design Competition, by no later than April 15, 2021.

CONTENTS OF THE APPLICATION MATERIAL TO BE SUBMITTED:

- Concept description (both in English and Hungarian)
- Moodboard
- Digital manuscripts
- Scaled top view 2D floor plan
- Declaration signed by the Applicant *
- Introduction or professional CV with references and professional background material



ABOUT THE APPLICATION AND EVALUATION PROCESS

The professional team of S/ALON BUDAPEST will evaluate all applications and will agree on a shortlist of finalists, from which Wendy Morrison will pick the winning concept. Evaluation will be based on criteria discussed below. Participation in the competition is free of charge. The winning Applicant will not receive a separate prize.

The winner Applicant must submit the following documents within 30 working days following the announcement of the results: visual plans, construction plans, consignment. We welcome the documentation in digital form via email at **info@salonbudapest.hu**.

The application will be evaluated in any case by May 15, 2021 at the latest.

DECLARATION FORM

A valid application must be accompanied by a completed and signed "Declaration" form. By signing the form, the Applicant declares that the submitted application material is their own intellectual property, and further agrees that, in the case of a successful application, the Applicant will demonstrate loyal behavior towards S/ALON BUDAPEST, and will not compromise the professional and business interests of the Tenderer in any future publication. The Declaration form is also used to identify the Applicant. We welcome the signed and scanned Declaration form via e-mail at **info@salonbudapest.hu**, together with the professional documents of the application material. The personal data submitted with the application will be treated confidentially and will only be used to identify or notify the Applicant, and will not be disclosed to third parties other than those involved in the evaluation process.

[Click here to download the Declaration form!](#)



COMMUNICATION

We consider it an essential aim of our event to support the revitalization of the domestic design scene. Therefore in addition to financing the winning application's implementation costs, we also guarantee full communicational support for the winning Applicant in months leading up to and throughout the event, including dedicated Facebook and Instagram posts, blog articles, newsletter coverage, and professional photos for the Applicant to freely use after the event.



EVALUATION CRITERIA

- originality
- creativity
- richness of detail, decoration
- material use, surfaces and shapes, general impression
- concept creation, representation of the main theme of the competition

APPLICATION DEADLINE

Applicants are expected to submit concepts and plans by

APRIL 15, 2021.

