

What is THE EDGE?

THE EDGE is an international design competition and innovation showcase for up and coming furniture designers interested in launching the **latest furniture designs and products** into the Australasian market.

When and where is it?

THE EDGE is hosted by the **Australian International Furniture Fair** and held once a year in early February in Sydney.

Who can participate?

THE EDGE is open to new and emerging designers in business less than five years and with proof of business registration (ABN) or proof of enrolment or graduation of relevant tertiary design course. Accepted design directions include furniture, industrial, product, interior and architecture.

What can I enter?

THE EDGE welcomes entries that meet the following criteria:

- Must be a FURNITURE item, this includes seating, tables, cabinets, shelves, beds, lights etc
- MUST DEMONSTRATE SUSTAINABLE DESIGN PRINCIPLES
- Must be INNOVATIVE in either use, material choice or design
- Must showcase HIGHEST PROFESSIONAL MANUFACTURING STANDARD AND FINISH
- Must use ECOLOGICALLY SUSTAINABLE MATERIALS and resources
- Must be SMALLER than 2m wide, 2m deep and 2.5m high
- Must be FULL SIZE - maquettes, scale models and mock-ups cannot be accepted

Applications undergo assessment by the curator and industry based advisers. Electrical products must meet Australian/New Zealand standard and carry a current safety tag. Entries from outside Australia must also meet Australian import/customs regulations.

What can I expect if selected?

If your product is selected you can expect prominent space at the **Australian International Furniture Fair**, a fully designed and equipped stand, signage, inclusion in the official fair catalogue, great media coverage and access to over 7,000 qualified trade visitors from across the Australasian region.

Do I have to be there?

Yes. **The Australian International Furniture Fair** is a trade event. All selected finalists are required to be present for the duration of the fair to enjoy the full benefits of **THE EDGE**. Selected finalists in the commercial section are additionally encouraged to be business ready and prepared to take orders.

Are there any awards to be won?

Yes, there are four awards to be won:

- ❖ **THE EDGE Commercial Award** – for the best new release by a professional designer
- ❖ **THE EDGE Concept Award** – for the best prototype by a professional designer
- ❖ **THE EDGE Student Award** – for the best prototype by a student designer
- ❖ **THE EDGE Green Award** – for the most ecologically sustainable product across all entries

What does it cost to participate?

Application and participation is free. If selected, participants must pay for their own transport of products to and from the fair, insurance, travel and accommodation and any other associated costs.

What do I have to do to apply?

Complete the application form available online at www.aiff.net.au and submit it together with the required application support material by the due date. Please note: Applicants must have a current email account as all correspondence is via email.

Information about the Australian International Furniture Fair can be found on the fair website

www.aiff.net.au