

STEP 1

SUPERSTUDIO GROUP

Via Tortona, 27 – 20144 Milano
TEL. (+39) 02 422501 – FAX. (+39) 02 475851 – e-mail: design@superstudiopiu.com

SUPERDESIGN 2016

APPLICATION FORM AND INTERNAL RULES

Please return this document by email at design@superstudiopiu.com or fax at +39 (0) 2 475851

The exhibition project is to be presented as soon as you sign the Request for Participation.

COMPANY/DESIGNER DETAILS:

Business Name / First Name: _____

Brand: _____

Activity/Products: _____

Address: _____

_____ n° _____

ZIP _____ City: _____ Country.: _____

Tel: _____ Fax: _____

Email: _____ Web: _____

Representative*: _____

Email: _____

Production Manager: _____

Email: _____

Communication Manager: _____

Email: _____

Press Office: _____

Email: _____

Designers inside the Company: _____

External Designers: _____

*Please indicate the name of the Legal Representative or of a qualified Manager of the Company

Years of activity _____

Turnover: _____

N° of Employees: _____

On the occasion of the Design Week 2016, are you going to have also a stand at the Rho/Pero Fair in Milan?

Yes () No ()

Have you ever exhibited in any of Superstudio Group's locations?

Yes () Year/s _____ No ()

Have you ever exhibited in any other location in the Tortona area?

Yes () Year/s _____ No ()

Have you ever exhibited in any other location in the Fuori Salone?

Yes () Year/s _____ No ()

Do you make use of any intermediation agency? Yes () No ()

If yes, please indicate the name of the agency and of the account _____

STEP 1

ABOUT THE EXHIBITION PROJECT AND THE PRODUCTS:

Please briefly describe the project and/or the products you would like to present:

Designers who sign the exhibition project:

Designers whose products you are going to present at the 2016 Design Week:

Please specify your preferences:

Size (approximately): _____ m²

Indoor () Outdoor () Garden () Roof () Other solutions()*

Special needs concerning height/capacity load:

* For further info about our spaces please visit our website www.superstudiogroup.com

STEP 1

With this Application Form, the Company / the Designer _____ requests to take part in the Superstudio Group's Design Week 2016 with a space of approximately: _____ m².

Superdesign Show 2016 is Superstudio's new project for the Design Week 2016 that includes the "Temporary Museum for New Design", the successful exhibition format created in 2009 following the concept "less fair and more museum", and the sections Selected Objects and other Special Projects being defined. It has been asked to the exhibitors to join with their exhibiting project to the format that characterizes the event, following the guidelines indicated and the general theme.

A first selection will be made on the base to the "Application Form" and, if your presentation is in line with the general concept, we will get in touch with you for a space proposal and to draw up a "Request for Participation" at the 2016 Design Week. Our internal Artistic Board is in charge of the final approval of the definitive exhibition projects.

Space assignment begins with very large, key spaces which size is decisive in the general layout. Superstudio Group reserves the right to modify the general floor plan at any time according to the requirements of the project.

The price for participation is suggested according to an "all-inclusive" formula that includes services and facilities in addition to the actual ground floor.

The basic all-inclusive price for single delimited space (from 100 m²) is 170 €/m² meter for the raw space + 60 € / m² **(total 230 €/ m²) non negotiable** for mandatory coordinated services and facilities, including assembling and disassembling, registration fees and general secretary; perimeter walls where needed; coordinated image, external signs, general image management; on site assistance; forklift with driver for loading/unloading; basic cleaning service during the event; basic WIFI connection; warehousing for folding packaging, and many more...

Spaces below 100 m², outdoor spaces or shares of collective exhibitions have variable fees according to the project and included services. Mandatory communication fees are to be added to space + service costs, as an integral part of Superdesign project, securing visibility and international media coverage for both the event and its exhibitors.

Cost for mandatory communication package (over 50 m²) € 2500

Cost for mandatory communication package (below 50 m²) € 1000

Cost for individual customized communication package € 8000

Further details regarding specific services included in each space will come with the space proposal.

Here follows Superstudio Group's Internal Regulations for Design Week 2016.

SUPERSTUDIO GROUP REGULATIONS

Please note that for the location Superstudio 13 and other special spaces, the Regulations may be slightly different from what stated below.

Selected Companies that will take part at the Superdesign Show 2016 accept since now:

1. To place settings and products in the assigned space only.
2. That is forbidden to exchange or partially/entirely let the assigned spaces to a third party.
3. To present one or more design products of the most recent collection, according to an impressive exhibition project that favours quality rather than quantity.
4. To choose a "title" emphasizing the exhibition concept and explaining the project contents.

STEP 1

5. That is forbidden to put any image or logo on the panels' outer side.
6. That the Company name and other info regarding the Company or the project that stand outside each Company exhibition area must be in line with Superstudio Group aesthetic concept.
7. To find an agreement with Superstudio Group in relation to any aspect of the project or any change subsequent to the acceptance of the "Request of Participation".
8. That in case of display of different or non compliant products and/or project Superstudio Group can ask the Exhibitor to remove the products or may remove the products directly by charging the related fees to the Exhibitor.
9. That Superstudio Group retains the right to propose alternative and equivalent spaces in case of logistic and technical needs.
10. To keep all promotional stuff such as flyers, brochures, catalogues, gadgets, etc. inside the assigned space.
11. That is forbidden to give out for free or to sell any food or drink to visitors without Superstudio Group written authorization.
12. To inform Superstudio Group before the beginning of the 2016 Design Week of any initiative or event such as parties, meetings, lunches, entertainment, conferences etc.
13. To organize trucks arrivals and loading/unloading operations, also for catering services during the event, according to Superstudio Group schedule and policy.
14. That all heavy trucks won't be allowed to enter Superstudio Group during opening hours on set up days without written permission. Loading and unloading operations can be done upon indication of the Superstudio Technical office, through reservation of proper time slot.
15. That all Exhibitors will be allowed to remove products and settings at the end of the Event and with the Exit Ticket only. The Exit Ticket won't be given to insolvent Exhibitors and, at any rate, is not proof of a settlement. If Superstudio Group, according to its unquestionable decision, issues the Exit Ticket before the settlement, the Exhibitor is required to pay the entire amount of the invoice and it will not be possible to postpone or stop the payments.
16. To guarantee the continued attendance in the space of at least one person in charge, from at least one hour before the opening.
17. To have all necessary permissions regarding the suitability of settings and technical systems inside the location, according in compliance with the laws in force. All related documents must be available for Authorities inspection if requested. Specifically:

1) Electrical Plant

1. The electrical plants made should be certified/designed by the executor or a qualified technician admitted at the pertaining Register / Association of Professionals.
2. A Declaration of Conformity by the executor, together with the mandatory attachments indicated in the Declaration itself must be enclosed, according to the Italian D.M. 37/2008
3. Electrical plant scheme when power higher than 6 kW is used
4. Certifications for installed materials

2) Suspended loads

1. A calculation report for the suspended loads and structures realized
2. A Certification of structural resistance for the suspended structures under loads

3) Reaction to Fire

The Certifications of reaction to fire for structures / fabrics inserts in the set-up, accompanied by the Statement of correct installation on the specific Form issued by the Italian Fire Department

All documents must be made available if requested by the competent Authorities.

STEP 1

18. Before the assembly operations begin, the complete "Operational Safety Plan" must be delivered to our offices, according to the applicable law Legislative Decree 81/2008, Annex XV and Annex XVII. In case of rental (in addition to the exhibition halls) of equipment such as forklifts / cherry picker, your company must provide a specific Certificate and the name of the Operator licensed to operate the rented equipment. In the absence of the above-mentioned Documents set-up operations will not be allowed to begin.

Superstudio will provide information on the specific risks within the meaning of art. 26 of Legislative Decree no. 81/2008 and the floorplan and instructions to evacuate the area in case of emergency.

19. To provide all necessary permits (SIAE, PUBLIC SECURITY, etc) besides insurance coverage for all Staff members, fire and theft insurance, as well as the Civil Liability in case of damages to Superstudio Group structure. All Policies must contain clause of compensation renounce toward Superstudio Group. Therefore, Superstudio Group does not take charge of any risk.
20. All Staff members inside the location must be provided with an ID Badge having the following characteristics: Name and Address of the Employee Employer Employee's Photo

The ID Badge must be visible, otherwise the entrance in the location won't be allowed.

21. The organization of Superdesign 2016 takes place according to the following modalities

- STEP 1: Application Form
- STEP 2: Request of Participation, project approval, space assignment
- STEP 3: Customized Final Agreement formalization

22. Superstudio Group reserves the right to reproduce or allow the reproduction of the Event and of the locations

PAYMENT CONDITIONS AND DEADLINES ARE:

- 30% within 10 days from confirmation
- 40% within November 30th 2015
- 30% within January 31st 2016 with Superstudio Group billing.

The space is considered formally allocated to the Exhibitor once receiving the first account: without it, Superstudio reserves its own right to assign the space to other Exhibitors without any further notice. Any delay in the settlement of the invoice means a breach of contract and implies the cancellation of the contract itself. In case of Company giving up or of breach of contract, all made payments will be kept Superstudio Group as a penalty. In case of suspension of the event for major force causes, Superstudio will refund the amount already paid by the Exhibitor but will not be held liable or responsible for any further circumstance.

ALL RATES ARE VAT EXCLUDED. VAT WILL BE CHARGED TO FOREIGN CLIENTS ACCORDING TO THE LAW EN FORCE.

Please forward the present Application form by email at design@superstudiopiu.com or fax at +39 (0) 2 475851.

For any details on the present "Application Form", on the organization of Superdesign 2016 and related projects in Superstudio Group spaces, please send us an e-mail at the address design@superstudiopiu.com

Date _____

Stamp and sign of the legal representative

STEP 1