



now! le Off



CALL FOR PROJECTS 2014

now! le Off - RADO STAR PRIZE FRANCE 2014

As part of **PARIS DESIGN WEEK 2014**, **now! le Off** and **Rado** announce the call for projects **now! Le Off - RADO STAR PRIZE 2014**. These design platforms aim to support young designers by offering them the opportunity to exhibit their creations during **PARIS DESIGN WEEK**, from 6th to 13th September 2014.

Through the partnership between **Rado** and **PARIS DESIGN WEEK**, the designers selected through this call for projects will automatically participate in the **RADO STAR PRIZE FRANCE 2014**. This design competition which takes place within **now! le Off** at La Cité de la Mode et du Design - Les Docks, is an international design award that offers a truly professional springboard for designers by sharing their work with leading figures from the media and the world of design.

At the opening of **now! le Off**, visitors will discover the **RADO STAR PRIZE FRANCE 2014** winning project, whose designer will receive the award during the **PARIS DESIGN WEEK** party on Thursday, 11th September 2014. The Prize includes a financial contribution of 5,000€ awarded by **Rado** for the development of the project.

Rado is known for its innovative designs and use of scratch-resistant high-tech materials. The brand's design concepts are linked to the nature of the ground-breaking materials it uses. **Rado** has always been in constant search of new and innovative ideas. This philosophy of turning ideas into reality has won **Rado** numerous international design awards.

This year the **RADO STAR PRIZE FRANCE 2014** will be awarded to the project which best represents the **PARIS DESIGN WEEK 2014** theme: **SHARING**

Whatever the type of sharing – technical, materials, technology, sharing colors or emotions – which inspired you to create, let us know and try your luck by answering the **now! le Off - RADO STAR PRIZE France 2014** call for projects.

To be selected, applicants must present their works, studies, projects, prototypes, models, or the first of a series, which has not yet been edited, from 6th to 13th September at **now! le Off**,

To respond to this call for projects, please complete the application form on the website www.parisdesignweek.fr

and upload photos of the project you wish to present to the selection committee. You can also send us these items by mail: SAFI , now! le Off Call for Proposals, 4 passage Roux, 75850 Paris Cedex 17.

If your application is accepted by the committee to participate in **now! le Off**, we will send you the participation request (participation from 450 € + tax for a 6m² space) that you can return to us along with an initial deposit.

To participate in the RADO STAR PRIZE France 2014, candidates should send us their proposal by Friday, 20 June 2014 at the latest. The Selection Committee will meet every 15 days until this date.

For more information

www.parisdesignweek.fr

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