



**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](http://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 6m<sup>2</sup> 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](http://www.parisdesignweek.fr)

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