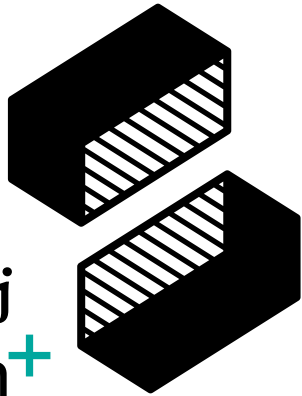


+ تنوين
tanween+



CALL FOR ENTRIES

Deadline: 25 August 2019

Open to all designers in the UAE.

tashkeel
تاشكيل



OPEN CALL: TANWEEN+ DEADLINE: 25 AUGUST 2019

Launched in 2018, Tanween+ is a range of small, affordable products – functional items that reflect the spirit of the UAE.

Tanween+ provides an opportunity for designers to pursue further their creative enquiry and research, harnessing the cross-cultural range of skills, materials and resources found in the region.

The open call for the second edition –Tanween+ 2019 – is open to designers living and working in the UAE, including alumni of the Tanween design programme by Tashkeel. Applicants are invited to submit design proposals for an affordable, functional product that is inspired by and manufactured in the UAE, with a defined design and aesthetic that is intrinsic to our surroundings.

Tashkeel encourages designers to collaborate with local manufacturers/makers, working within a budget of AED 1,000 (excluding the AED 500 prototype budget) to produce a minimum of 10 products, which will be launched and sold at Dubai Design Week 2019. Thereafter, products will be sold through Tashkeel for up to two years.





Hala Al-Ani.
The Liminal Vase. 2018.
Part of the Tanween⁺ collection.
20 x 20 x 20 cm.
Aluminium mesh, acrylic, salts and minerals.
Price: AED380.95
[Visit tashkeel.org/shop](http://tashkeel.org/shop)



TANWEEN+ 2019 APPLICATION GUIDELINES

WHO IS ELIGIBLE TO APPLY?

The call is open to designers living and working in the UAE who:

- are over the age of 21
- work in any design discipline
- currently reside in the UAE

Applications are particularly encouraged from alumni of the Tanween design programme by Tashkeel as well as those who wish to apply in the future.

WHAT ARE THE PROGRAMME GUIDELINES?

- The product must be original
- Product material(s) should be durable, long-lasting, and suit the functionality of the product
- Care instructions should be included in the product packaging
- Before production of the first batch (minimum 10 units), the product is subject to approval by Tashkeel
- The designer is responsible for checking the quality of the product before delivery
- When stocks of the first batch run low, Tashkeel may or may not request production of further quantities by the designer
- The product may be sold exclusively through Tashkeel for 2 years from the date of first batch delivery, subject to the signing of a licensing agreement. Thereafter the designer may sell the product through other retailers on the condition that the product packaging acknowledges the original support of Tanween+ by Tashkeel to realise the product
- The designer owns the copyright of the product's design
- Terms and conditions are available upon request

WHAT IS THE BUDGET?

Upon selection, designers will receive a total budget of AED 1,500 to produce the first batch:

- AED 500 for a one-off prototype
- AED 1,000 for the production costs of a minimum of 10 units (AED 100 production per unit). This includes the cost of all materials, manufacturing, packaging and designers' time
- The retail price of the product should not exceed a maximum of AED 300 (excluding VAT)
- Profit from the sale of each product will be equally split between the designer and Tashkeel after deduction of production costs

HOW DO I SUBMIT?

Applicants are required to submit the following:

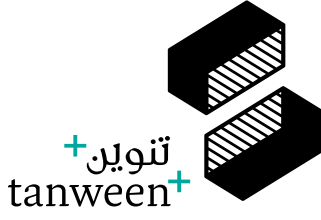
- Completed application form
- Digital files (maximum of five photos of maquettes, renderings and/or sketches) in JPEG/ TIFF, 300dpi format
- Entries must be submitted by 25 August 2019 with the subject header TANWEEN+ 2019 – [name of designer] to submission@tashkeel.org
- Files above 10MBs can be sent via WeTransfer (please label files clearly)

WHAT IS THE TIMELINE?

- Tashkeel will review all entries. Applicants will be notified by 29 August 2019
- Shortlisted applicants will be interviewed in the first week of September 2019
- Selected applicants will receive a budget of AED 500 to produce the prototype
- Following Tashkeel approval, selected applicants will be given 8 weeks for the production and packaging of the first batch
- The delivery date for the first batch is 27 October 2019



Alya Al-Eghfeli.
Host Vessel. 2018.
Part of the Tanween⁺ collection.
11 x 11 x 7 cm.
Epoxy resin, brass-plated steel, recycled brass shavings.
Price: AED285.71
Visit tashkeel.org/shop



TANWEEN+ 2019 APPLICATION FORM

Applicant details

First name
(preferred equivalent in Arabic if known)

Last name
(preferred equivalent in Arabic if known)

Date of birth

Gender

Email

Mobile

Website

Address

Social media (Instagram, Twitter, Facebook)

Nationality

Occupation

CV/Bio - personal information and previous projects (up to 400 words)



Myrtille Ronteix.
Table Runner. 2018.
Part of the Tanween⁺ collection.
30 x 150 cm.
Cotton and palm leaves.
Price: AED285.71
[Visit tashkeel.org/shop](http://tashkeel.org/shop)



Proposed product

| | |
|------------------|--|
| Title | |
| Medium/materials | |
| Dimensions | |
| Date conceived | |

Concept statement (minimum 100 and maximum 250 words)

Any other information

By signing below, the applicant agrees to the terms and conditions of Tanween⁺ 2019.

Deadline for applications: 25 August 2019.

All entries must be sent to submission@tashkeel.org (Subject: TANWEEN⁺ 2019 – [name of designer])

Signature

Date



Renad Hussein.
Desert Flower Coasters (set of 6). 2018.
Part of the Tanween⁺ collection.
9 x 2.4 cm.
Plywood, lacquer.
Price: AED190.48
Visit tashkeel.org/shop