

darc awards

/ D E C O R A T I V E

CELEBRATING THE BEST IN LIGHTING DESIGN

31 MAY 2018 / FABRIC, LONDON

www.darcawards.com/decoractive

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CELEBRATING THE BEST IN LIGHTING DESIGN

INTRODUCING THE DARC AWARDS

The **darc awards** launched in 2015, breaking the mould of stuffy, black-tie awards dominated by non-sponsor manufacturers. It is a unique concept that utilises darc's reputation as the only decorative lighting design magazine in the world, making use of our database of interior designers, architects, lighting designers and product designers. The 2017 **darc awards / decorative** attracted 200 entries and over 4,000 votes from designers, proving the concept has been welcomed by the design fraternity.

Design practices involved in darc night 2017 included:

AF Lighting	Foundry	Michael Anastassiades Studio
Adolfsson & Partners	Foster + Partners	Nulty+
Arup	Goddard Littlefair	Space Invader Design
cousins & cousins	Hoare Lee Lighting	Staffan Tollgard Design
Design Haus Liberty	Into Lighting	studioFRACTAL
Design in Progress	JOI-Design	Sutton Vane Associates
dpa lighting consultants	Lighting Design International	Turner Bates
Firefly Lighting Design	Martin Brudnizki Design Studio	

THE DETAILS

Entries 1st Dec 2017 - 28th Feb 2018

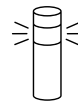
Everyone can enter: manufacturers & designers

Entry criteria: products & projects launched & completed 1st Mar 2017 - 1st Mar 2018

Projects: Live / Work / Rest / Play / Shop



Products: Bespoke / Ceiling / Wall / Floor / Table / Exterior / Source



Judges 1st - 11th Mar 2018

Select industry professionals from the design industry will shortlist project entries for specifier voting.

Specifier Voting 12th Mar - 12th Apr 2018

Only independent designers are invited to vote in the awards, making this the only peer-to-peer lighting awards in the world.

DARC NIGHT

31st May 2018 - Fabric, London

Taking place at the iconic London nightclub Fabric, the **darc night** awards ceremony is for all designers that vote in the awards. Having opened in 1999, Fabric occupies the former Metropolitan Cold Stores of Smithfield Meat Market and features an abundance of dark corners and alcoves that are crying out to be lit.

While designers attend for free, non-sponsor manufacturers pay £500 for a ticket, ensuring the room is filled with customers not competitors. The night is an atmospheric party in a truly iconic venue featuring light installations, a free bar and street food. **darc night** breaks all the awards rules and is unlike any other ceremony to date.



PRODUCT SPONSORSHIP PACKAGE

- Pre event:** Editorial in **darc & arc**
Company logo on awards advertising, promo material & invitations
Company logo on dedicated awards bellyband around **darc** magazine
Company profile page on awards website
3 free awards entries worth £300
- On the night:** Tickets for 10 guests (including special VIP preview)
Company logo on all promo material, on-screen and signage
Awards Winner Presentation
Display of your products in conjunction with our selected furniture partner
Inclusion in dedicated sponsor product gallery
Opportunity to showcase outdoor product range in the street food area
- Post event:** Advert & editorial in digital awards brochure sent to subscription database of 16,000
Advert & editorial in printed awards brochure sent to subscription database of 12,000
Editorial in **darc's** annual design directory **3D**, distributed at design shows worldwide
Editorial in **arc**
Free use of official photography and videography from **darc night**
Full list of attendees from **darc night**

Cost: £5,000

Contact **Stephen Quiligotti** on s.quiligotti@mondiale.co.uk

BRANDING SPONSORSHIP PACKAGE

Pre event: Logo on editorial in **darc & arc**
Company logo on awards advertising, promo material & invitations
Company logo on dedicated awards bellyband on the March/April issue
Company profile page on awards website
1 free awards entry

On the night: Tickets for 5 guests (including special VIP preview)
Company logo on all promotional material, onscreen and signage
Branding around sponsored area, choose from one of the following:

- Prosecco Bar in Gallery space
- Photo Booth next to main stage
- Main Bar
- Street Food Area outside
- Bar Area in awards presentation space

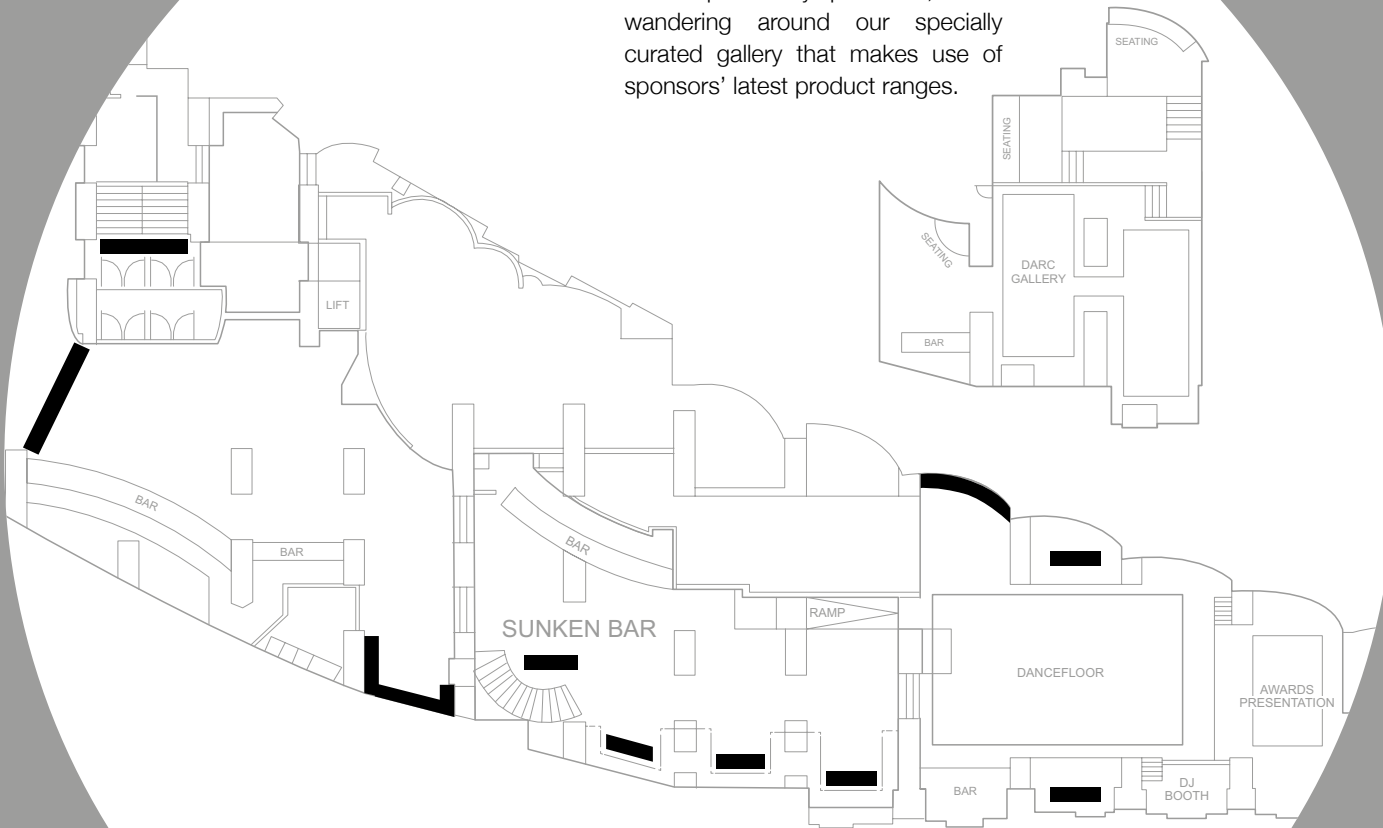
Post event: Advert in digital awards magazine sent to subscription database of 16,000
Advert in printed magazine sent to subscription database of 12,000
Logo on editorial in **darc's** annual design directory **3D**, distributed at design shows worldwide
Logo on editorial in **arc** magazine
Free use of official photography and videography from **darc night**
Full list of attendees from **darc night**

Cost: £2,000

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GALLERY

darc night guests will also have the opportunity to enjoy a glass of complimentary prosecco, while wandering around our specially curated gallery that makes use of sponsors' latest product ranges.



THE MAIN EVENT

Highlighted above, there are **10** sponsorship opportunities available throughout Fabric. All of them individual, all of them suited to different product ranges, all of them showcasing the uniqueness of your brand.

instagram: @darc_awards

twitter: @darcawards

#darcawards

#darcnight

CONTACT

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Organised By



www.darcmagazine.com