

THE INSTITUTE

ROMANIAN DESIGN WEEK

2017

- CONNECTED EVENTS -



I WHAT IS RDW? I

STAGED EVERY YEAR IN MAY,
ROMANIAN DESIGN WEEK IS A
PROJECT THAT PROMOTES
DESIGN AS A PAD FOR
CULTURAL, SOCIAL AND
ECONOMICAL GROWTH.

INTERESTING IDEAS, ENERGY
AND DYNAMISM, VIBRANT
EXHIBITIONS, EXTRAORDINARY
COLLABORATIONS - RDW SHOWS
THAT ROMANIAN DESIGN IS SO
MUCH MORE THAN WHAT YOU
CAN SEE AT A FIRST LOOK.



I RDW COMMUNITY I

RDW COMMUNITY IS FORMED BY AN URBAN PUBLIC, WELL EDUCATED, INTELLIGENT AND INFORMED, PEOPLE INVOLVED IN THE CREATIVE INDUSTRIES FIELDS, ART CONSUMERS.

WE ALSO TARGET POTENTIAL INVESTORS IN DESIGN, FASHION AND COLLECTABLE PIECES.



| CONNECTED EVENTS |

EACH YEAR DURING ROMANIAN DESIGN WEEK,
MORE THAN 60 PARTICIPANTS, FROM ALL
AROUND BUCHAREST, OPEN THEIR DOORS IN A
COMMON EFFORT TO SHOWCASE DESIGN'S
IMPACT ON OUR LIVES.



| WHO CAN PARTICIPATE? |

DESIGNERS

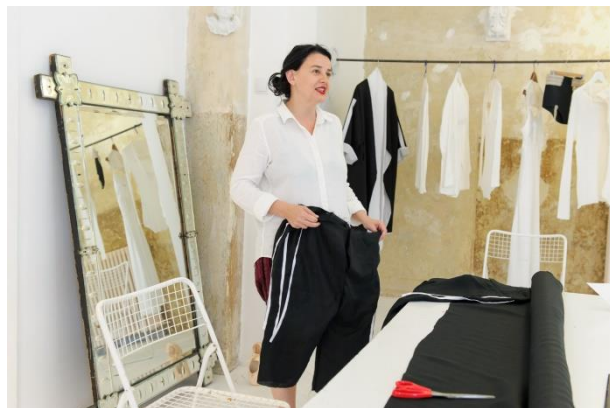
GALLERIES

ARCHITECTURE STUDIOS

PUBLIC INSTITUTIONS

ADVERTISING AGENCIES

DESIGN RELATED EVENTS



I PACKAGE INFO I

EACH YEAR WE EMBRACE A POWERFULL MIX OF CONTRIBUTORS TO BE PART OF ROMANIAN DESIGN WEEK.

THIS YEAR THERE ARE TWO LISTING OPTIONS:

SMALL

LARGE



PLEASE READ ON FOR MORE INFORMATION.



I SMALL PACKAGE INFO I

EACH AND EVERY PARTICIPANT THAT CHOOSE THE SMALL PACKAGE WILL BE PROMOTED DURING THE ENTIRE RDW EVENT THROUGH:

- RDW MAP & BROCHURE
- THE INSTITUTE WEBSITE (AN ARTICLE ABOUT THE EVENT)
- RDW MOBILE APP
- RDW FACEBOOK AND INSTAGRAM (ONE POST EACH)
- A PROFESSIONAL PHOTOGRAPHER SENT TO THE EVENT

I SMALL PACKAGE COST I

500 EUR (WITHOUT TAXES)



I LARGE PACKAGE INFO I

EACH AND EVERY PARTICIPANT THAT CHOOSE THE
LARGE PACKAGE WILL BE PROMOTED DURING THE
ENTIRE RDW EVENT THROUGH:

ALL THE SMALL PACKAGE ADVANTAGES

+

- HIGHLIGHT IN THE NEWSLETTER
- EVENT SHARE ON RDW2017 OFFICIAL EVENT PAGE
- AN EDITORIAL ON THE INSTITUTE WEBSITE (AN INTERVIEW/ A PRODUCT PRESENTATION/ A PRESENTATION OF YOUR BUSINESS)
- A FULL PAGE AD INSERT IN THE RDW 2017 BROCHURE

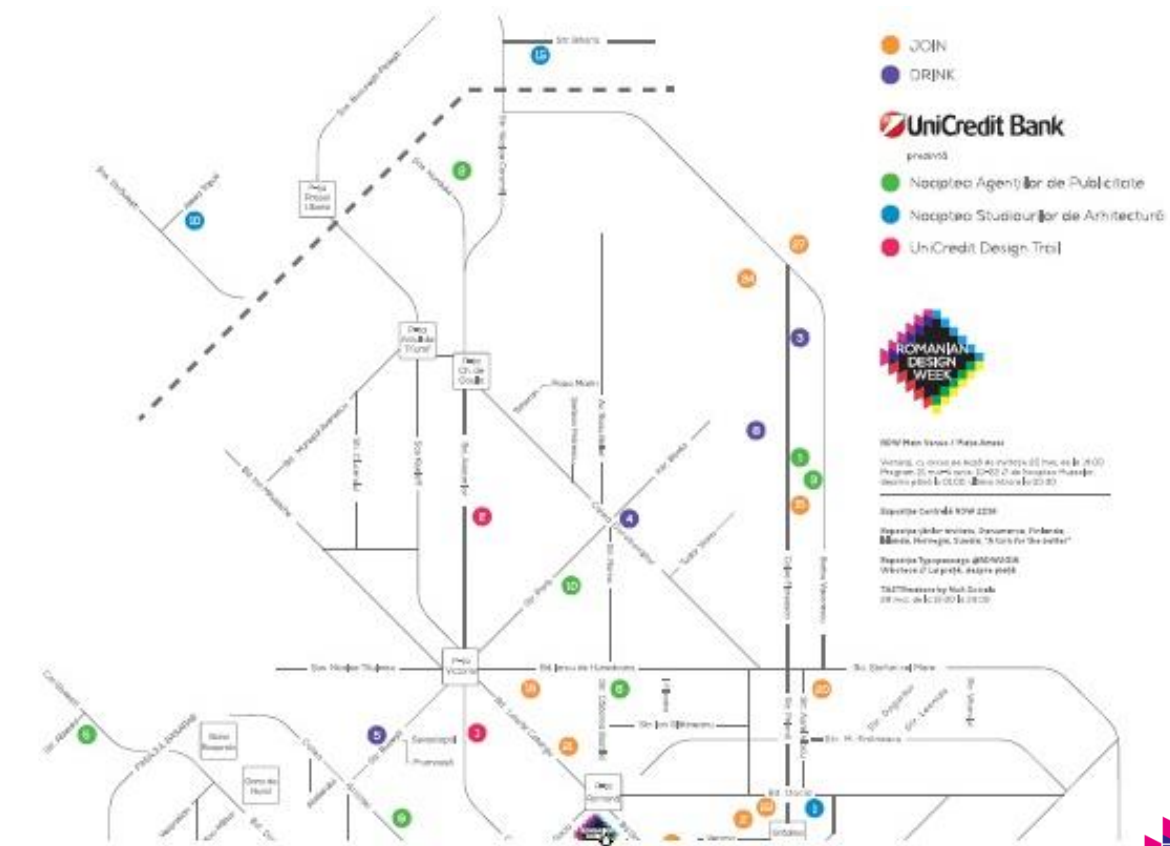
I LARGE PACKAGE COST I

1000 EUR (WITHOUT TAXES)



1 PACKAGE INFO DESCRIPTION
- RDW MAP & BROCHURE 1

THE PARTICIPANT WILL BE INCLUDED ON A MAP
GUIDING VISITORS AND TOURISTS THROUGH THE CITY
AND A SPECIAL BROCHURE (THIS BROCHURE WILL
CONTAIN INFORMATIONS ABOUT THE ARTISTS AND
THEIR WORK PRESENTED IN THE MAIN RDW2017
EXHIBITION AND ALSO THE FULL ITINERARY WITH ALL
THE CONNECTED EVENTS WITH DETAILS ABOUT THE
ORGANISERS AND THEIR PLACE.



- THE MAP/BROCHURE WILL BE DISTRIBUTED DURING OUR TEN DAYS OF RDW AMONG THE VISITORS AND WILL ALSO BE AVAILABLE AT EVERY CONNECTED EVENT.
- 5000 COPIES DISTRIBUTED AT RDW2016

JOIN

Bikes vs. Cars

Ambasada Suediei
în România
Cinema Europa - Calea Moșilor 127
27 mai // de la 18:00 la 21:00

Proiecția filmului "Bikes vs. Cars", regizat de suedezul Fredrik Gertten, va fi urmată de o dezbatere despre bicicletă ca instrument de schimbare a mediului urban, urbanistică, infrastructură și dezvoltare sustenabilă.

Bikes vs. Cars

Swedish Embassy in Romania
Europa Cinema - Calea Moșilor 127
May 27 // 6pm to 9pm

The event will include the screening of the NY Times Critics' Pick film "Bikes vs. Cars", by Swedish director Fredrik Gertten, and will be followed by a roundtable discussion about the bike as a tool for urban change, urban planning, infrastructure, and sustainable development.

Bucharest Fashion Film Festival Preview

Bucharest Fashion Film Festival
Sala General Gheorghe Grigorecu 10
27-29 mai // Săptămâna // de la 18:00 la 22:00 // Deschiderea oficială: 27 mai - ora 18:00

Primul festival din România place la intersecția dintre film, modă și branding (prin unghiul editației pilot, programul de prezentare săptămânal 2016, proiectația The Many Faces of an Equine World, ce prezintă o născută din nou experiență din cadrul seriei de modă internațională).

Bucharest Fashion Film Festival Preview

Bucharest Fashion Film Festival
Sala General Gheorghe Grigorecu Street 10
May 27-29 // June 3-5 // 6pm to 10pm // Official opening: May 27 - 7pm

The film festival in Romania at the crossroads of film, fashion and

igloo 10 - AB_D architecture book in debate

igloo media
General Gheorghe Grigorecu Street 10
May 27 - June 5 // 6pm to 8pm
(Monday to Saturday) // Debates: May 27, 31pm

igloo - AB_D architecture book in debate is a conference and exhibition that questions critically and conservatively the status, actual conditions and the future of the architecture and design books in Romania.

O fereastră către arta grafică spaniolă: afișe de film din anii '50, '60 și '70

Ambasada Spaniei la București
Sala General Gheorghe Grigorecu 10
27 mai - Săptămâna // de la 18:00 la 2:00 (joi) // Intermedij // Vineri 27 mai - ora 18:00
Ne îndepărtem puțin de designul grafic și spre filmul spaniol prin prezenta unei expoziții alcătuite din diferite afișe de film spaniol din perioada 1950-1980.

A window to Spanish graphic design: Movie posters in the 50's, 60's and 70's

Spanish Embassy in Bucharest
General Gheorghe Grigorecu Street 10
May 27 - June 5 // 6pm to 2pm
prelunch only // Official Opening: May 27 - 6pm

We invite you to take a look at the Spanish graphic design and movies through an exhibition composed by several Spanish movie posters in the 50's, 60's and 70's.

București de azi. Viziunea artiștilor de mâine

The Ark - Bursă Măfunilor

The Ark hosts an exhibition of 25 paintings representing historical monuments buildings in Bucharest, seen through the eyes of tomorrow's artists. Locuitorii din viața și de-bușing artists. An event by Outside Art Foundation and Rhinoceros Association with the support of the Administration of the National Cultural Fund

CASA OTZEDADA - Design Collage

Date: to Rug & The FAB Squad
Sala General Gheorghe Grigorecu 10
25 mai // 18-22

CASA OTZEDADA este un colaj de design, arhitectură, fotografie și analize vizuale care își dorește să introducă publicul în viziunea DADA în timpul Romanian Design Week 2016.

CASA OTZEDADA - Design Collage

Date: to Rug & The FAB Squad
Open Street 60
May 25 // 6pm to 9pm

CASA OTZEDADA is a collage made up of designers, architects, photographers and visual artists who wish to invite the public to get into the DADA mood during Romanian Design Week 2016.

Centrul Național al Dansului București

Centrul Național al Dansului București
Bulevardul Mărturie 100-102
26 mai - 5 iunie // Colecția de vestimentație de la 1950 la 2016 // Închiriere de la 18:00 la 22:00 // 26 mai, 27 și 4 iunie

Centrul Național al Dansului organizează o colecție de materiale inedite: o serie de închirieri cu costume și accesorii, arhitectură, design și prezentări în intervalul 26 mai - 5 iunie cu scopul de a revizui curtea Sălii Sălii Popescu în cadrul unui spectacol performanțelor între 5 și 12 iunie.

The National Dance Center in Bucharest is furnishing its yard

Bikes vs. Cars

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în România

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I PACKAGE INFO - THE INSTITUTE WEBSITE I

ALL THE CONNECTED EVENTS WILL HAVE A SPECIAL FEATURE ON THE INSTITUTE WEBSITE. EVERY EVENT WILL HAVE HIS OWN ARTICLE WHICH WILL CONTAIN THE ORGANISATION NAME, A SHORT DESCRIPTION ALONG WITH AN ADDRESS AND A TIME SCHEDULE



Connected events 2016



Ce poti vedea vinuri, 3 iunie la RDW 2016

NEWS



Ce poti vedea sambata, 4 iunie la RDW 2016

NEWS



Ce poti vedea joi, 2 iunie la RDW 2016

NEWS



Ce poti vedea miercuri, 1 iunie la RDW 2016

NEWS



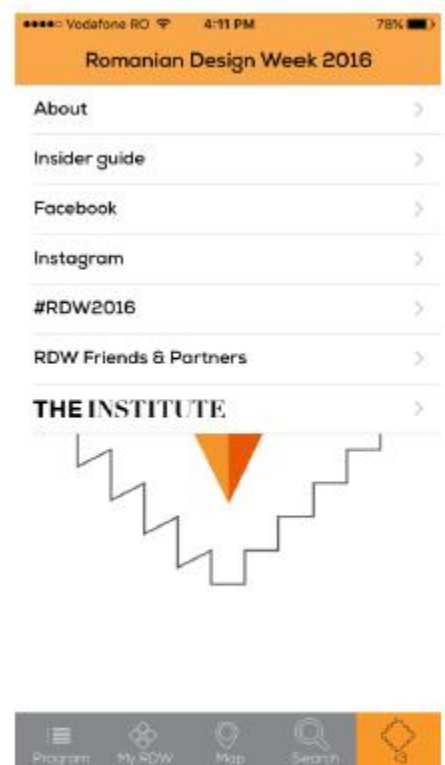
I PACKAGE INFO - RDW MOBILE APP I

- THIS FREE MOBILE APP CONTAINS A COMPLETE PROGRAM FOR BOTH MAIN EXHIBITION AND ALL CONNECTED EVENTS TOGETHER WITH SOME EXTRA SPECIAL "INSIDER'S GUIDE - MUST SEE AT RDW" COMING FROM ROMANIAN KEY OPINION LEADERS.

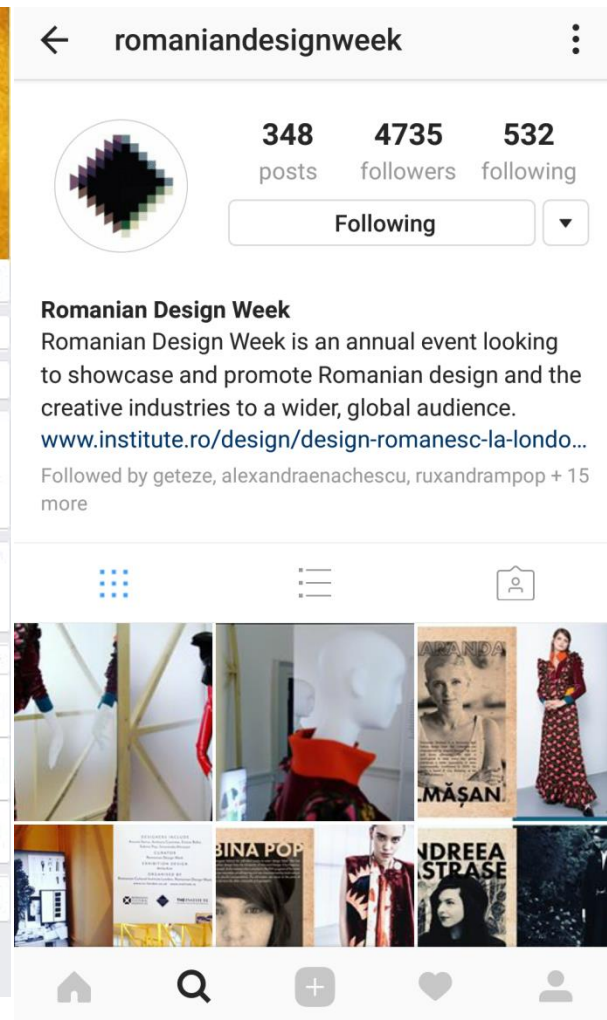
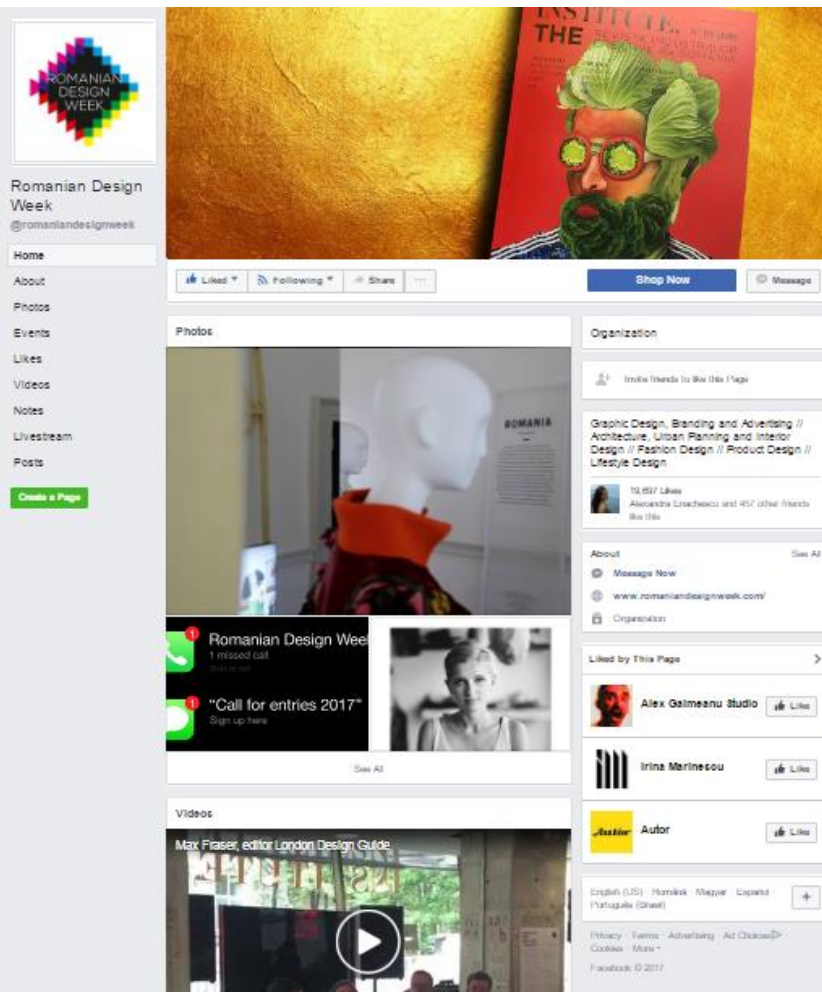


Pentru programul complet
decarcă aplicația
Romanian Design Week

For the complete program
download the free app



I PACKAGE INFO - RDW FACEBOOK PAGE RDW INSTAGRAM PAGE I





PRESENTED BY

THE INSTITUTE