

# IDEAS PROGRAM

*The Festival invites independent designers and organisers to apply to present an Ideas program event on the official schedule at VAMFF 2019.*

## ABOUT

The Festival's Ideas program is a platform providing thought leadership and business-based discussion that enhances the capabilities and capacity of the Australian Fashion Industry. It has an emphasis on innovation and inspiration with a practical and instructive approach to conducting business in the global creative community.

The Festival welcomes proposals from organisers of independently-produced activities to be included in the official VAMFF 2019 Ideas program.

The Festival's marketing campaign is proven to reach audiences in the public and professional spheres, with activities listed in the official program benefitting from the credentials and exposure of the Festival through its broad-reaching promotional platforms.

**Please note** the Festival is not funded to financially support independently produced activities; events in this category are applying to be listed and promoted in the official program.

## SELECTION

The Festival Programming team will select proposals which:

- Provide discourse and learnings around contemporary practice in the fashion and design industries;
- Facilitate engagement of the public as well as within industry; and
- Contribute a unique and intelligible point of view on creative or commercial themes affecting fashion today and into the future.

## FEES

Participation is subject to a nominal Listing Fee.

## APPLY

By November 16 2018

