



DESIGN GUIDELINES



DIFFA x Thrive at WestEdge Design Fair

Saturday, October 21

4-6 PM.

The Barker Hangar

3021 Airport Avenue, Santa Monica

DIFFA x Thrive invite you to participate in a fall celebration that highlights design, food and fun for a worthy cause.

Support our efforts to help individuals impacted by HIV/AIDS and express your design aesthetic by creating a one-of-a-kind wine chiller or champagne bucket for auction at the WestEdge Design Fair October 19-22, 2017! Twenty select designers, manufacturers and artists will design and embellish a one-of-a-kind, wine chilling, creation using guidelines provided by DIFFA! The designs will be on display at WestEdge starting Thursday, October 19, and proceeds from the sale of the buckets will benefit DIFFA and The Thrive Tribe Foundation.

THE BUCKET

- Each designer will be given their choice of Nambe:

Tilt Wine Chiller OR Vie Champagne Bucket



- Choose any creative inspiration you wish for your wine bucket theme and keep in mind that your bucket will be auctioned at the event (no images of violence or sexual explicit content).
- The bucket and all of its contents should not exceed 15 pounds.
- No design element should protrude more than 12" from the top edge of the bucket.

THE CONTENTS

- DIFFA may include an item or items from sponsors which you will be notified of in advance. Items will not impede on design (e.g. bottle of wine or food sample).
- Sponsors may offer enhancements for your bucket such as theater tickets, fabric or product samples –these will be available on a first come, first serve basis.
- Feel free to add an experience (e.g. gift certificate for a game, restaurant, show, etc.) that matches the theme of your design. ALL contents should be packable inside the bucket.

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SET-UP

- The footprint of your bucket setting must fit within allotted display space.
- All design elements must be contained within your space and no element should be more than 20" in height.
- You will be expected to set-up your bucket for the auction by 2pm on Thursday, October 19th.
- If you are unable to set up your bucket, you must make arrangements with Dawn Roberson droberson@diffa.org to do so.

RESTRICTIONS

- No candles or open flames.
- If any live elements are included (plants/greenery/items requiring maintenance) you must come to refresh.
- Nothing perishable is permitted.

BENEFITS

- Your work will be displayed in front of top names and editors in the industry!
- Your name listed alongside other talented designers in DIFFA collateral.
- Select publicity on DIFFA website, social media and at the event.
- Potential photos and mentions in any post-event media coverage.
- Having your work displayed in front of and bid on by WestEdge attendees and both DIFFA and Thrive supporters.

COST

There is no cost to participate, but you are responsible for purchasing your own ticket to attend the cocktail party.

IMPORTANT DEADLINES

Friday, September 29 – Registration form to create bucket due.

Friday, October 13 – A high-resolution photo of your completed bucket with contents due.

Thursday, October 19 (TBD) – Set up of buckets

Please feel free to reach out to DIFFA for help or questions at any time during the process!

To register, please return completed form to: Dawn Roberson droberson@diffa.org