

«Design Switzerland Matchbox: Industry Connect»

For young design studios, the current situation due to the pandemic is far-reaching in many areas: international platforms and fairs are postponed or cancelled, where the most important business contacts are established. Collaborations with potential industry partners are terminated or suspended. For these reasons, Pro Helvetia is organising «Design Switzerland Matchbox: Industry Connect», a call for participation for emerging talents in the field of interior – furniture and product design, lightning or textile design – to participate in individually organised online matchmaking events.

Up to 8 selected Swiss designers or studios will have the opportunity to join pitch trainings and presentational skill-trainings by international coaches, to produce a video presentation of their studio together with a video company and attend professionally organised online-meetings with hand-picked potential partners from the industry.

The selected studios will benefit from the following services:

- Accompaniment of the pitch creation phase by 2 international coaches
- Creation of a video presentation of their studio together with a professional partner
- Be present on [Medelhan](#), a professional online matchmaking-platform, and attend individual meetings with potential partners in the industry

Briefing and requirements

- To be eligible, designers must be Swiss citizens or long-term residents in Switzerland
- Designers in the fields of furniture and product design, lightning or textile design may submit a concept up to 7 years after completing their studies or founding their studio
- Designers must have first experiences in the market and a knowledge of their long-term business goals
- The designers must be willing to work closely on this project in the next months
- Pro Helvetia is looking for designers and studios with innovative ideas, responding to current challenges and addressing the needs of society, environment and industries

The application file in English must include

- Designers' contact information incl. website
- Short biography and portfolio (including information about your origin, spoken languages and date of graduation/foundation of the studio) (max 500 signs including spaces)
- Business plan and a description of the studios' USP, specialisation as well as references about sustainability in the studios' projects
- Information about the current stock list and current collaborations within the industry
- Information about the business objectives of the studio and description of profiles of potential partners to meet

To take part in the «Design Switzerland Matchbox: Industry Connect», please send your PDF application in English (max. 12 A4 pages) to design@prohelvetia.ch before Wednesday, April 18, 2021.

We are looking forward to receiving your application and will get back to you by end of April.