

The American Design Club Presents:

Show #5

Breakable

Glass By Design

BREAKABLE: The American Design Club (AmDC) in association the Heller Gallery will curate and present a collection of contemporary design based on the theme of Glass. The curators will consider and select work from submissions with glass as the primary focus. The theme will highlight work that can do new and interesting things with the material. As always, the aim of the show is to present excellence in new American Design, based on the theme, in the best possible setting. The work will be judged by a panel to be decided.

CRITERIA: The theme for BREAKABLE is glass. Glass must be used as the primary material if not the only material. There will be an emphasis on selecting new work for the show. A time line for production must be include with all submissions. You need be neither "American" nor a "Designer" to submit, membership to the American Design Club is assumed once your work has been exhibited in an AmDC show.

FEES: In order to get the most and the best applications possible, there is no submission fee. However upon acceptance, entries will be charged an exhibition fee of \$30 to cover the costs of showing the work.

IMPORTANT DATES: BREAKABLE submissions will run from November 10, 2009 - January 31st, 2010 submissions to be received no later than midnight on January 31st. Breakable will coincide with ICFF 2010. May 15-18. Exact launch date is TBD.

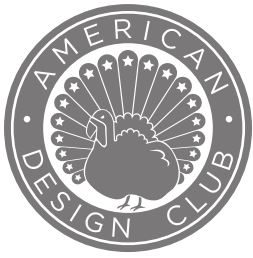
VENUE: The Heller Gallery in the Meat Packing District. 420 West 14th St., New York N.Y. 10014

SHIPPING: All costs of shipping work to and from the Venue will be covered by the entrant.

RELEASE: We'd like to help you get as much press, sales and recognition as possible. For all accepted works, Designers will be expected to give full cooperation to the AmDC in attempting to achieve coverage and promotion for BREAKABLE and the AmDC. A release of the work must be signed with the submission.

**BEST OF LUCK,
& MANY THANKS**





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OFFICIAL SUBMISSION FORM

Submit one complete form for designer. Attach extra pages for each additional work. Email to **Info@AmericanDesignClub.com** before Midnight, Sunday January 31st.

EXHIBITOR DETAILS:

Designer Name(s): _____

Firm Name(s): _____

Website: _____

Email: _____

Telephone: _____

Address: _____

City: _____

State: Zip: _____

Quick Bio: _____

DETAILS OF WORK:

Title: _____

Year: _____

Dimensions: _____

Materials: _____

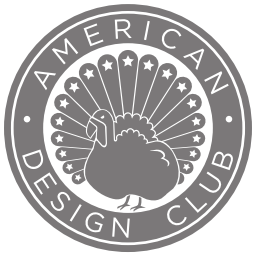
Description _____

Current Level:

Prototype ? _____

One Off ?

Production Run ?



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RELEASE & AGREEMENT

AGREEMENT: PLEASE READ AND AGREE TO THE FOLLOWING DECLARATION

By returning this form I certify that the information supplied is correct. I submit the following work for the inclusion in BREAKABLE, and release all text and attached images for publication in print and online as well as any and all other promotional material related to the exhibition. I understand and accept the following terms and conditions:

INCLUSION: The American Design Club (AmDC) will select applicants' pieces. The AmDC requires full details of work and reserves the right to reject selected pieces at any point up to and including the Show if such designs are regarded as below reasonable professional standards or differ significantly from the original images and descriptions provided by the Designer.

PROMOTION: All Designers will be expected to give full cooperation to the Producers in attempting to achieve coverage and promotion for BREAKABLE.

COPYRIGHT: In consideration of The American Design Club assisting designers in promoting their work, selected designers must agree to grant The American Design Club a non-exclusive copyright license for the calendar year of 2010 and 2011 for any promotional materials supplied to the Producers, for the purpose of promoting and publicizing their work and The American Design Club both nationally and internationally. In granting this license, designers should be aware that the promotions may include the use of these materials on the Internet, and that any images supplied may be scanned and held digitally for this purpose. The copyright is and will continue to be beneficially and solely owned by the designer, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading, or injurious.

Correct captioning and photography credits are the responsibility of the designer.

RESPONSIBILITY: The American Design Club is not responsible for any lost pieces, damages or any unforeseen circumstances.

I HAVE READ AND AGREE TO THE TERMS IN THIS DECLARATION.

Agreed by: _____

Date: _____