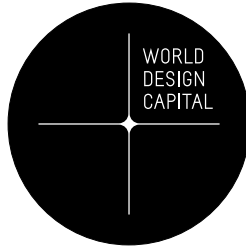


application package

general information

1. Introduction to bidding entity:
 - a. Define and describe the bidding entity, agency or consortium.
 - b. Identify the designated contact person for the WDC bid process. This person will be responsible for responding to all correspondence regarding the WDC 2012 bid process. Please provide the following information:
 - Name
 - Title
 - Organisation
 - Mailing Address
 - Telephone Number
 - Fax Number
 - Email Address
 - c. If this application is being prepared by a consortium, describe the individual responsibilities of each organisation in preparing the bid.
 - d. Give an overview of the administrative structure and decision-making protocols for the bidding entity. An organisational chart may be included for clarification.
 - e. If the bidding entity is not from within a level of government of the bidding city, please provide a confirmation that you have received approval from your local government to act on behalf of your municipality to make a commitment to WDC 2012. List the relevant levels of government who support the bid.
 - f. If the bidding entity is not from within a level of government of the bidding city, provide the following contact information for the city representative responsible for overseeing the bid process:
 - Name
 - Title
 - Organisation
 - Mailing Address
 - Telephone Number
 - Fax Number
 - Email Address



application package

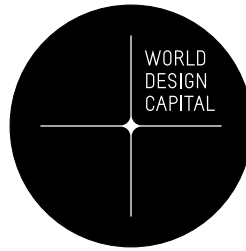
2. General introduction to the city:
 - a. Provide a general overview of the city. This can include, but need not be limited to: geographic orientation, city layout, infrastructure, unique character, and lifestyle aspects.
 - b. What is the population of the city?
 - c. What is the Gross Domestic Product (GDP) of the city?

government

3. Provide letters from relevant levels of government (national, regional, local – Mayor or designated agency/office) showing their support for the bid. These letters can be used to support and clarify the legal powers discussed in question 1e).

logistics

4. Give a summary of immigration and entry visa regulations that would affect the planning of an international event. Include a list of all countries whose citizens require a visa, as well as any countries whose citizens are unable to attain a visa. Also include any anticipated updates during the timeframe of the designation.
5. Give an overview of the accommodation situation in the city. Provide the number of hotel rooms available in the city, classified by price category.
6. Overview of venue facilities:
 - a. List and describe key venues considered as likely hosting grounds for WDC events. Include photographs and/or video support if available.
 - b. Describe venue(s) being considered for an Opening Gala event. Include photographs and/or video support if available.
7. Describe the transportation infrastructure in place to ensure the peaceful and easy circulation of attendees. This should include all relevant information regarding public transit, road systems, rail linkages and airports.



application package

cultural infrastructure

8. Give a detailed summary of existing cultural facilities. This should include (but need not be limited to) the following:
 - a. Museums & galleries
 - b. Theatres
 - c. Cultural centres
 - d. Libraries
 - e. Other

public health

9. Please describe the city's capacity for addressing security and public health emergencies.

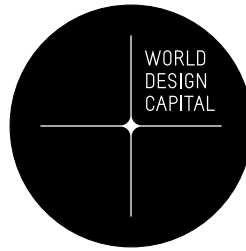
finances

10. Attach a copy of the city's projected WDC budget. Document should include expected expenses, as well as a record of where the funds are to be drawn.
 - a. Provide an overview of the financial support that will be given to the WDC 2012 project of by the various levels of government (i.e. national, regional and/or local authorities).
 - b. Include letter(s) of guarantee from all major funding parties.
 - c. Provide information on any projected elections that might impact the sustainable support of the WDC. Describe how election outcomes would affect the above-mentioned funding.

programme

In order to meet the objectives set out by the WDC to showcase a series of design-related events, preceded by a major multidisciplinary anchor event, an inclusive and engaging programme of activities must be coordinated to promote design. As such, it is expected that events envisioned for the yearlong programme be varied, creative and support design as a driver of social and economic development.

Sections 11-12-13 are an opportunity to provide any concepts for the WDC 2012 Programme of Events (although a finalised programme is not expected at this point). Creativity and originality are encouraged!



application package

Guidelines:

- Express the relevance of design as a tool for social, cultural and economic advancement
 - Include a representation of activities addressing multiple design disciplines
 - Describe how the programme will address design professionals, students, the general public
11. Cities are encouraged to develop a theme around which to plan activities and promotion. Provide an outline of your proposed theme.
 12. Outline your vision for the Programme of Events. The summary should be as detailed as needed to convey the essence of your plan.
 13. Outline your vision for a multidisciplinary Opening Event. Include details that will demonstrate how the Gala will highlight the contribution of design in the city, and how the chosen venue will be utilised for this purpose.

attendance

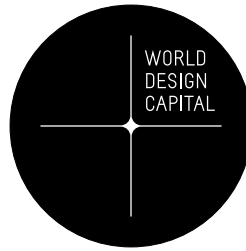
14. Based on previous international or regional events or projection models, provide an overview of the expected attendance for the leading Opening event. Please explain the process by which these numbers were estimated.

promotion

15. Describe what initiatives will be taken to increase the profile of the events and showcase innovative uses of design over the period during which you would hold the WDC designation. Explain the overall promotional plan for the year.

design infrastructure

16. Provide a list and description of existing design facilities in the city. This could include (but need not be limited to) the following:
 - a. Design museums
 - b. Design-focused galleries
 - c. Dedicated centres or wings within cultural centres devoted to design
 - d. Sections of libraries devoted to design
 - e. Other



application package

design industry

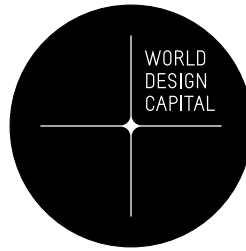
17. List any professional organisations that exist locally and/or nationally to represent designers.
18. List the key design industries in your city. How have they made a significant impact on the social, cultural and economic development of the city?

design education

19. List the total number of design programmes offered in the city.
20. List all educational institutions offering a design curriculum within the city. For each programme, please specify:
 - a. Name of Institution
 - b. Name of Programme
 - c. Level of qualifications offered (i.e. undergraduate, Masters, PhD, or the equivalent in your educational system)
 - d. Average annual number of graduates from this programme
 - e. Any projects undertaken or awards received by this programme or institution that elevate the standard of design for the city
 - f. Prominent Professors or Graduates of the programme(s)
21. Describe the global reach of your city by demonstrating how these institutions, as described above, have built international reputations.

public appreciation

22. In order to demonstrate the general public's appreciation for design, list the attendance figures for the top five most visited design-related museums, galleries, centres or events in the previous year.
23. List award programmes or other types of recognition in place for designers in the city.

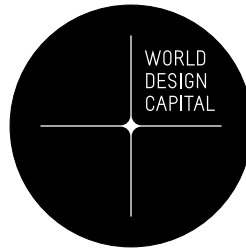


application package

24. Provide a summary of design-related coverage in local media. This should include (but need not be limited to) the following:
 - a. Television programs dedicated to design
 - b. Design publications (i.e. trade journals, books, magazines)
 - c. Design themed columns in newspapers or magazines
 - d. Web-based design content
25. Provide a summary of all trade fairs, conferences or other high-profile events related to design in the city.

designers

26. Provide profiles of any local designers who have made a significant impact on the city or on the design industry in general.
27. Provide the number of design professionals working in the city, broken down into the different design disciplines. These disciplines can include, (but need not be limited to), the following:
 - Architecture
 - Design Education
 - Fashion Design
 - Motion graphics, animation & new media design
 - Graphic/Communication Design
 - Industrial Design
 - Interior Design
 - Landscape Architecture
 - Urban Planning/Design
28. Provide net number of jobs created within the design industries every year, for the last five years for which data is available.
29. Provide net number of total jobs created in the city's economy (including design jobs) every year, for the last five years for which data is available.



application package

public investment

30. Provide the portion of the budget that is spent on design initiatives at the municipal, regional and national level (expressed as a percentage of total expenditure) for the last five years for which data is available.

neighbourhoods/areas

31. Describe any areas in the city that could be perceived as a showcase for design. Include photographs and/or video to support your description where available.
32. Describe key urban regeneration or reconditioning projects in the context of the neighbourhoods or areas they have transformed.

architecture

33. Provide a summary of architectural interest points. Include photos and/or video to support your description where available.
34. Provide a summary of planned new builds of interest to the design community. Confirmed projects only.

interior design

35. Describe how Interior Design has been effectively used in the Hospitality sector (e.g. retail, restaurant and hotel design) or elsewhere to elevate perceived cultural standards in the city.
36. Describe how this has contributed to the design merits of your city.

urban design

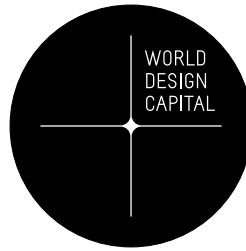
37. Describe how Urban Design has been effectively used to create public areas that characterise the city and improve the quality of life of the city's inhabitants.
38. Describe how local materials or techniques have been used in the urban environment to promote sustainable design and build the city's personality.

sustainable design

39. Describe any responsible or sustainable design initiatives in the public and private sectors.

industrial design

40. Provide examples of the city's achievements in industrial design.



application package

communication design

41. Describe how visual communication has been used by the city to promote itself locally, regionally and internationally. Include any major environmental or way finding projects. Provide examples if available.

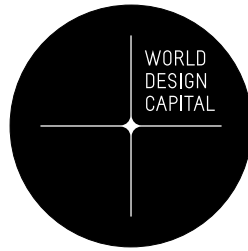
testimonials

42. Provide any testimonials from design professionals or other experts who live and work within the city (e.g. architects, designers, curators of design, professors, etc.). It is not necessary that the testimonials be in letter format or that they be formal or protracted.

open questions

The section below is an opportunity to expand on the legacy of design within your city. Take as much or as little space as needed. Think big and be creative.

43. Provide a minimum of three examples or case studies that demonstrate how the city has used design, design management and design development to create a socially, culturally and economically sustainable community and environment. Include a description of how design is currently addressed within the city's strategic plan.
44. Describe the expectations of your city for the WDC 2012 designation.



application package

checklist

Please ensure that you have included **ALL** the following documents:

- ☐ Completed application form
- ☐ Guarantees: government, financial backers
- ☐ Promotional budget (if not included in plan above)
- ☐ Testimonials
- ☐ Supporting photographs and/or videos
- ☐ Fee