

# BIO 50

24th Biennial of Design  
Ljubljana, Slovenia  
18. 9.—7. 12. 2014

## 3, 2, 1 ... TEST

### **BIO 50: NOW** Call for applications

The 2014 Biennial of Design in Ljubljana (**BIO 50**) launches a call for applications for its **NOW** program, a parallel program that will animate the city of Ljubljana during the three months of the Biennial, offering a lively ensemble of events, exhibits and lectures that will work as a platform to launch or present design initiatives, products, business ideas, research and projects.

Within the experimental context of **BIO 50**, in which Slovenia becomes a laboratory for design, the **NOW** program will shape the face of Ljubljana, as the city becomes the core of this experimental territory from September to December 2014.

The **NOW** program can feature individual or group presentations, new or established projects, exhibitions and events of all types relating to the wide spectrum of activities in the field of design. The events and their locations will become points of convergence in Ljubljana, contributing to create a rich and engaging parallel program for the Biennial.

At the conclusion of **BIO 50**, the Biennial will distinguish a particularly representative project or event in the **NOW** program, as well as picking out the best reference to the 50 years of the Biennial's history, the best industrial product and the best company presentation.

**BIO 50** invites individuals, designers, curators, educational and cultural institutions, retail and business ventures to take part in the **NOW** program, by submitting an application **through 31 May 2014**.

Please send all applications to [bio@mao.si](mailto:bio@mao.si) – with the subject line APPLICATION\_BIO 50\_NOW\_NAME\_LASTNAME –, with the following information collected in single PDF format in max. size 10 MB.

1. Project title
2. Applicant's name
3. Applicant's contact details – e-mail and phone
4. Brief project summary
5. Project location
6. Project duration
7. Photo material (included in the pdf document)

The **BIO 50** organizer Museum of Architecture and Design shall not be held responsible for creating contents, organising, financing or finding locations for the implementation of projects submitted to the **BIO 50: NOW** program. Applicants will be notified of the results within three weeks after the submission of their application.

The projects of **BIO 50: NOW** program will be published and promoted in the Biennial's Program and Exhibition Guide, the BIO 50 website, online newsletters for foreign and home media and wider public and social media platforms (Facebook, Twitter, Instagram).

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