

### **hello designer tour?**

a de-central design festival.

in our euregio.

made by all of us.

by accessories-, communications-, face-re-, fashion-, food-, graphic-, product-, jewelry-, furniture-, lighting-, interieur-, print-, shoe-, social-, web-, tattoo-, streetart-, web-, ....  
-designers...

for colleagues and normal people.

### **why?**

to show the design that happens every day.

where we all work and design every day.

to form our regional identity.

to meet and make new friends in aachen, liège, maastricht, heerlen, eupen, hasselt, genk, sittard, herzogenrath, mönchengladbach, stolberg,....

### **one month?**

yes, from 1 to 31 october.

this way we all can plan and explore more freely.

for example: if i open my studio to the public for a design workshop on 12 & 13 october, i still have 29 days left to go to maastricht, liège, eupen, heerlen, genk ... and check out all of those things that you guys are planning for october.

### **how does it work?**

1 ///

plan an event. or two. or three. or a week. in october. alone or with a friend. or two. or three.

2 ///

go to facebook

enter your event(s) with date & address, in english (at least try it :-), add a nice headline teaser, and a short summary in english.

also write about a few details: if you ask people to sign up for your event or want them to pay for material costs etc.

we will prepare photoshop-files and jpgs and all, so we can all easily integrate the sponsor logos and **hello designer tour** logo into our social media campaigns, facebook-events etc.

connect with **[www.facebook.com/HelloDesignerTour](http://www.facebook.com/HelloDesignerTour)**

3 ///

send us an email with a link to your facebook event → **[hi@hellodesignertour.eu](mailto:hi@hellodesignertour.eu)**

we link it on our **[hellodesignertour.eu](http://hellodesignertour.eu)** platform with calender & map.

we'll send you an email when we linked it.

from now on the platform will read all the infos from your facebook event automatically every 5 minutes, so you only have to work with facebook from now on.

we do the press work as best as we can.

4 ///

□ spread your event(s) via your social media networks □  
#hellodesignertour

all our networks combined will be an avalanche ♥

**a few event examples:**

/// open your tattoo workshop for two hours. so people can come and watch your favorite tattoo model getting inked.

/// a glass of champagne & fashion on real models in your fashion design workplace.

/// social design: invite people to come with you and save food that supermarkets throw into the garbage, let people hop into your car with you for this unusual experience.

/// a designed dinner, where you do food design from saved food.

/// a designer networking dinner, where you cook together with your guests and colleagues.

/// throw a party in your workplace with a DJ-friend.

/// invite interior design students to your bathroom design store and have a round table discussion with them on how bathroom design and working with real customers really works. let them prepare a few questions beforehand to get the discussion started, and then tell them stories from real life. the stuff that professors don't teach them at university. they will be excited.

/// give a guided tour to your city re-design (your best graffitis).

/// transform your sweatshop into a weekend design camp. invite people to bring sleeping bags and develop a concept to soothe dementia patients on their daily bus ride from home to the day-care-place.

**the hello designer tour team.**

we're a small gang of self-employed creatives: chantal (communications designer)  
chantal.rexhausen@hellodesignertour.eu, fabian (product / social designer)  
fabian.seibert@hellodesignertour.eu and jan (programmer) nerd@hellodesignertour.eu.  
we're all from the designmetropole aachen network.

so this thing is totally bottom-up ↑. with support from the province of north-rhine-westfalia ↓.  
and with great support from the CHE embassies and CHE creative hub euregio, KAM3  
agency, reciprocities design biennale liège, smart.be, walloniedesign, comptoir des  
ressources creatives liège, fashionclash maastricht, the artist and the others & common  
knowledge maastricht, designmetropole aachen, betawerk heerlen, cube design museum  
kerkrade, ludwig forum & LuForm Design Department Aachen, digital hub aachen, creative  
wallonia, ostbelgien eupen, PXL-MAD faculty & z33 hasselt, c-mine genk, mode museum  
hasselt, WFMG mönchengladbach, etc.