

# PICNIC BY DESIGN

## BASKET DESIGN GUIDELINES

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### **DIFFA's Picnic By Design at WestEdge Design Fair**

Saturday, November 5

3:00 - 6:00 PM

The Barker Hangar

3021 Airport Avenue, Santa Monica

PICNIC BY DESIGN(PBD) is DIFFA's summer celebration that highlights design, food and fun for a worthy cause. PBD brings together select designers, manufacturers and artists to create over-the-top picnic baskets using guidelines provided by DIFFA.

You are invited to support the work of DIFFA and express your design aesthetic by creating a one-of-a-kind picnic basket for auction at Picnic by Design LA (PBD) on November 5, 2016. Be among 20+ select designers, manufacturers, and artists whose work is enjoyed, celebrated and bid on by DIFFA supporters!

### **THE BASKET**

- Choose any theme you wish that is your interpretation of a picnic basket and keep in mind that your basket will be auctioned at the event.
- The basket and all of its contents should not exceed 30 pounds.
- Baskets can be uniquely constructed or a modified store bought container.
- Baskets must be portable as auction winners will be taking their baskets home in taxis or on trains!
- The basket and its contents should have a value of \$250 or more.

### **THE CONTENTS**

- Each basket needs to include at least one item for use at a picnic – blanket, silverware, etc.
- DIFFA may include an item or items from sponsors which you will be notified of in advance. Items will not impede on design (e.g. bottle of wine or food sample).
- Sponsors may offer enhancements for your basket such as theater tickets, fabric or product samples – these will be available on a first come, first serve basis.
- Feel free to add an experience (e.g. gift certificate for a game, restaurant, show, etc.) that matches the theme of your basket.

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### SET-UP

- The footprint of your picnic setting must fit within a 24" x 24" display space.
- All design elements must be contained within your space and no element should be more than 2 ft. in height.
- You will be expected to set-up your basket for the auction at 2pm on Tuesday, November 1, 2016.
- If you are unable to set up your basket, you must make arrangements with the DIFFA team to do so.

### RESTRICTIONS

- All lighting must be battery operated.
- No candles or open flames.

### BENEFITS

- Your work will be displayed in front of top names and editors in the industry!
- Your name listed alongside other talented designers in PBD collateral.
- Select publicity on DIFFA website, social media and at the event.
- Potential photos and mentions in any post-event media coverage.
- Having your work displayed in front of and bid on by DIFFA's diverse group of industry supporters.

### COST

There is no cost to participate, but you are responsible for purchasing your own ticket to attend the cocktail party.

### IMPORTANT DEADLINES

**Friday, September 9<sup>th</sup>** – Registration form to create basket due.

**Friday, October 18<sup>th</sup>** – A high-resolution photo of your completed basket with contents due.

**Tuesday, November 1st(TBD)** – Set up of baskets

Please feel free to reach out to DIFFA for help or questions at any time during the process!

To register, please return completed form to: Cray Flynn at [crayrflynn@gmail.com](mailto:crayrflynn@gmail.com)

For questions call:702.754.5565

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## BASKET DESIGN EXAMPLES

