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Project: Territory Promotion Products

Client: First Nations Cultural Appreciation Council

Project Specification:

A major First Nations cultural organization requires a range of products that reflect indigenous cultural interests. Design examples that fit the Marketing Consultant's description (see below) will be considered favourably if presented with originality and style. Products shown full size in a display setting (digitally enhanced) will enable the selection panel to decide which designs will be chosen for actual production. There will be provision for the designer to be duly recognised in promotional material read by an international audience.

While designers are encouraged to prepare original and imaginative designs, they are requested to present models and images that correspond to the following:

- three dimensional designs suitably finished ready for display
- a description of the production process will accompany the design
- designs that reflect the 'Top End' character

General Information:

The marketing consultant has provided a guide to designers, and we provide a copy of his description here:

The current Northern Territory's tourism drive offers an amazing opportunity for the promotion of First Nations culture. The chance for tourists visiting the area to purchase and take away well designed thoughtful souvenirs produced by indigenous communities and reflecting aspects of their culture is one not to be missed. I imagine designs that 'come from country'; designs that enable tourists to take home something of the variety and diversity of Top End wildlife - birds, fish and animals. To my knowledge, this has not been done before, so there is scope for really original designs to appear. I look forward to seeing the designs, and making a selection for this exciting development in awareness-raising and tourism promotion.