



``Brief of the Event:

Sri Lanka Design Festival aims to promote Sri Lanka's creative talent and showcase our manufacturing industry and its work. It has a strong international presence and through this we aim to promote the country's creative industry in its attempt in changing Sri Lanka's fashion manufacturing industry to knowledge based creative Industry. The event will be held between the **11th to 15th November 2010**. The event consists of ethical symposiums related to the industry, factory tours, exhibitions, workshops, one to one business meetings, seminars and fashion shows.

Creativity, Art, Design and Culture was at the centre of our national lives in Ancient Sri Lanka, and has a 2500 year old aesthetically rich and very distinct arts and crafts sector.

Building on the success of Sri Lanka Design Festival 2009 with recently established high profile links with the UK, it is the aim of the 2010 festival to bring an even higher profile set of design and media professionals from the UK and other parts of the globe to Sri Lanka and to promote Sri Lanka, its arts, culture, design with an emphasis on Sri Lanka's positioning as emerging destination for sustainable tourism.

A unique feature of this year's event will be a platform showcasing the traditional handicrafts of Sri Lanka such as mask making, Dumbara mats, Pottery, Lace, Indikola products, Palm leave products (from Jaffna), Rush & Reed, Cane work, Jewellery, Handloom weavers from Marthamunai, etc. Which will enable them to showcase their products to the foreign delegates. It will also be an opportunity for the delegates to watch them in action and acquire a good knowledge on our heritage.

Main Objectives:

1. SME sector development – apparel & related sectors and to connect with new markets and buyers
2. To improve UK/ EU relationships with Sri Lanka's GSP +
3. SLDF promotes Sri Lanka Tourism –
 - Promoting Mt. Lavinia area and its history

- SME sector in Mt. Lavinia
 - Promotes SLDF as an international event globally.
 - Supports 'visit Sri Lanka 2011' campaign.
4. Sri Lanka Positioning as an ethical fashion manufacturer to a global audience.
 5. Making apparel a nation branding pillar – a separate session on nation branding will be done with tea, apparel and Tourism facets.
 6. Showcase the crafts of Rural Sri Lanka and make them contemporary.

Where:

Mt. Lavinia Hotel and the surrounding area. All hotels with different star ratings, and SMEs such as Batik shops, cafes, Coffee shops, etc.

A model craft village will be set up to promote the traditional handicrafts of Sri Lanka

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Target Audience:

International and local participants.



Activities Planned:

- **Factory visits**



- Ethical Fashion Symposium
- Crafts in Contemporary creation show



- Graduate Fashion Shows



- Industry & AOD Show



- **Craft village**

The Organizers: Academy of Design (AOD)

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The Academy of Design (AOD) was founded in year 2000 with the vision of offering undergraduate education in design and promoting design both as a serious education discipline and a dynamic profession in Sri Lanka.

AOD is Sri Lanka's only fully integrated Design School which provides a dynamic and stimulating environment to study Fashion, Interior, Graphic and Jewellery design, and it is a place for students who are passionate about creating innovations for their future.

Hosting SLDF in Sri Lanka will be immensely beneficial to the country as it will contribute towards establishing Sri Lanka as the fashion hub of Asia. This would encourage Fashion and related investments in the country and would also contribute towards promoting tourism in the Island.

Since this is a mega International event which is beneficial to the country, we hope you would extend your fullest support to make this event a success.

Thanking you for all your co-operation and assistance and looking forward for your continued support.

Yours sincerely

Ajantha Ismail
Manager
Sri Lanka Design Festival 2010