



THE EVENT

Exhibition Open to Public: August 10th-12th, 2012

Exhibition Opening Party: Saturday, August 11th 2012, 7pm-11pm

Location: 25 4TH Street N. Minneapolis, MN

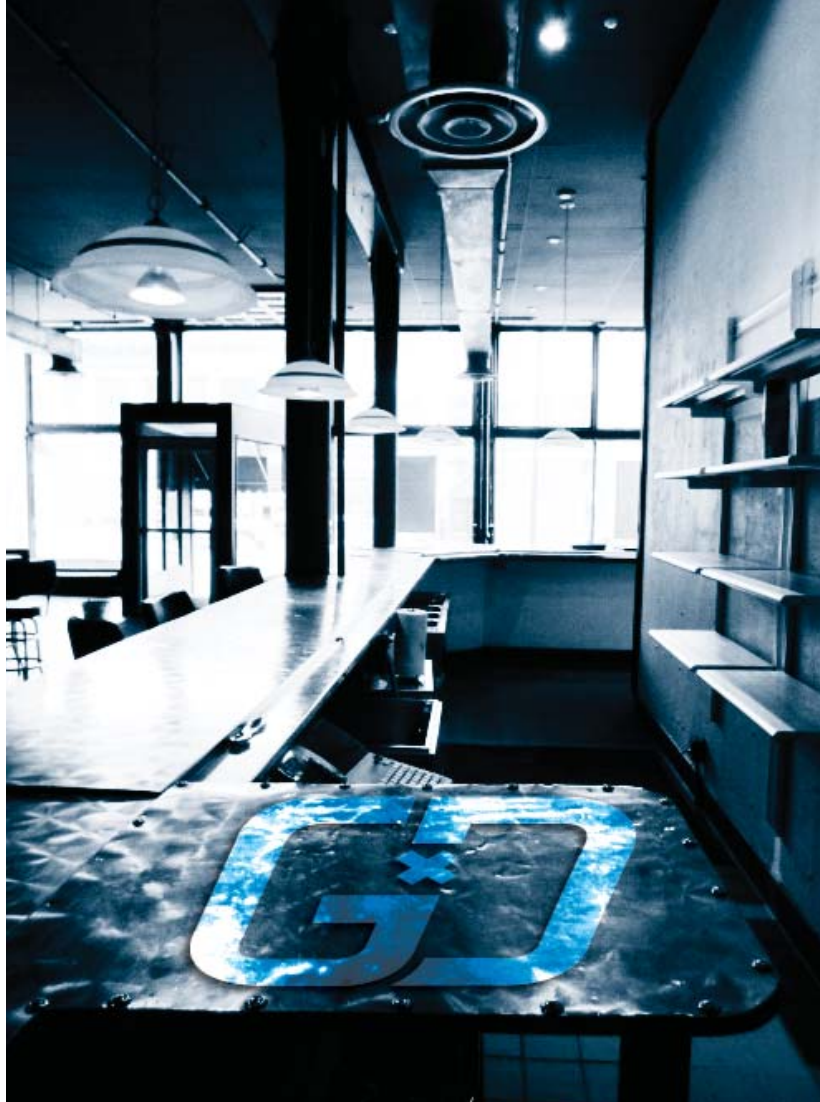
GUERILLA BY DESIGN is a 3 day ambush style furniture exhibition. An urban space will be reimagined and re-furnished by talented local Twin Cities furniture designers. This space will be open to the public Friday August 10th through Sunday August 12th. There will be a spectacular One Night Only Opening Party Saturday August 11th, which will feature all the designers and their furniture, accompanied by food, beverage, and DJ. Furniture and product will also be available for purchase.

THE GUERILLA DESIGNERS' goal is to highlight the rich design culture present in Minneapolis/St. Paul, and prove great design doesn't just happen in London, New York, and Milan. Guerilla Designers' mission: Take furniture design out of the gallery and put it into the context of a living public space making it less intimidating, and accessible to everyone.

THE GUERILLA DESIGNERS

- Live in Minneapolis / St. Paul
- Love Furniture
- Believe high design is for everyone





AUDIENCE

GUERRILLA BY DESIGN is intended to be an annual event that anticipates popularity and a following by the design community, trend-savvy affluent clients of design, and amongst the creative class. The creative class is a fast-growing, highly educated, and well-paid part of the marketplace that makes a living through creative expression. Sponsoring **GUERRILLA BY DESIGN** will give your brand exposure to these influential groups, and associate your brand with art, design and culture.

REACH

GUERRILLA BY DESIGN will be using social media outlets such as Twitter and Facebook to promote and build buzz for the event. We also have an interactive blog guerillabydesign.blogspot.com where all the Guerilla Designers will be contributing content about their designs for the exhibition through process blog posts and photos. Heavy print and blog media press are expected for this unprecedented event.

OPPORTUNITY

All sponsors receive brand recognition on all promotional materials, and the opportunity to feature your product at the opening night event party. **GUERRILLA BY DESIGN** will give your brand the opportunity to impact elusive demographic groups in the marketplace, and build your brand's reputation for supporting local artists and designers.

CONTACT:

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