

REQUESTING A WORLD INDUSTRIAL DESIGN DAY PROCLAMATION

29 June

Requesting a World Industrial Design Day Proclamation

The World Design Organization (WDO)[™] invites you to request a Proclamation for World Industrial Design Day from your local mayor's office to support your initiatives and to raise awareness about 29 June.

A Proclamation is a document in which an official formally and/or ceremonially proclaims the day (29 June) as World Industrial Design Day in support of and to honour the purpose of the event.

Why request a proclamation or a letter from a public official to recognize World Industrial Design Day?

Public recognition of the impact of industrial design on our economic, social, cultural, and environmental fabric is an honour for our industry and reinforces the value of our professionals. When a public official recognizes World Industrial Design Day, it's a good way to create awareness about the events you are hosting. Ultimately, it is also a rewarding complement to your planning efforts, as well as an opportunity to increase visibility about your event and other initiatives.

The following information has been prepared in an attempt to provide some general guidelines to the ways in which you can obtain recognition by a public official. Please note that you should ensure that you have all the proper information regarding the specific process, requirements and timelines within your own city or region. Contact the official's office and ask about the proper steps for requesting a proclamation or letter.

Who to contact

Contact officials in your local area via the office of protocols or public affairs departments that have jurisdiction over the area where World Industrial Design Day events will be held or are most likely to be interested in knowing about industrial design driven activities. These include:

- Mayor
- Member of City Council
- County supervisor
- Congressperson
- Member of parliament
- State senator or assemblyperson

When to request a document

Generally, requests should be made between 3 to 6 weeks in advance. Remember, World Industrial Design Day is on 29 June, so please plan accordingly. Mark your calendar today to devote some time to start this process during the month of April. Please note that public officials with a large population of constituents may need more time because they are likely to receive many requests. Additionally, please keep in mind that proclamations typically take a longer period of time to process because they require some preparation.

Guidelines for requesting a proclamation

What to include in your request:

- Name of event
- Event date(s)
- Due date of proclamation
- Your contact information, including mailing address, telephone and email
- Five to eight short paragraphs on why World Industrial Design Day is significant and should be proclaimed as an official day of observance in your community.

Write a letter of request for a proclamation to accompany your draft of the proclamation and include:

- Information about World Industrial Design Day being the annual international day of observance in recognition of the profession of industrial design. Established by the World Design Organization (WDO)TM it aims to highlight the merits of industrial design in our society by actively engaging design professionals and design enthusiasts to explore their creativity, innovation, vision and passion.
- Facts about the industrial design community in your area referencing any design agencies, organizations and academic institutions offering an industrial design programme that may support your World Industrial Design Day event.
- Details about how the day's activities support the city's or region's mission to foster a deeper understanding and appreciation for design as it impacts the quality of life of citizens.
- A statement about why your organization is hosting a World Industrial Design Day event.

WORLD INDUSTRIAL DESIGN DAY

29 June 20**

Whereas

the aim of this day is to internationally recognize the profession of Industrial design, highlight the contribution designers and academics have made to the discipline and promote cross-cultural collaboration for the advancement of responsible design;

Whereas

this day gives the unique opportunity to commemorate and continue industrial design's role in improving economic, social, cultural and environmental quality of life;

Whereas

we firmly believe this day will facilitate collaboration between the industrial design community and a broad spectrum of professions that will result in tangible solutions to world problems;

Whereas

[City] has demonstrated a continued dedication to improving urban life through the integration of design;

Consequently

I, _____, Mayor of _____, proclaim June 29 World Industrial Design Day and invite all designers and like-minded enthusiasts to contribute to a global understanding of design and the potential it holds to improve quality of life worldwide.

In witness thereof

I have signed on this ____ day of [month] in the year two thousand and _____.

Mayor