

LANDING PROJECT

For Creative Entrepreneurs

WHO:

SME/ PYMES

ENTREPRENEURS/ EMPRENDEDORES

CREATIVES / CREATIVOS

FIELDS:

INTERIOR DESIGNERS

INDUSTRIAL DESIGNERS

TEXTILE DESIGNERS

FASHION DESIGNERS

GRAPHIC DESIGNERS

VISUAL ARTISTS

MAKERS & COMPANIES

MUSICIANS & LABELS

ARCHITECTS



ABOUT THE PROJECT

2 YEARS PROGRAMME

FIRST YEAR:

- Step 1 Workshop in Buenos Aires (1 day)
- Step 2 Tour in London (7 days)
- Step 3 Business Plan (3 months)

SECOND YEAR:

- Exhibit in London Design Fair
- Participate at new designers festival showcasing products and work.
- Work in collaboration with our list of retailers, makers and studios after making contact during the Tour.



DATES & SCHEDULE:

Open Call until 15th of April.

Workshop: 17th of April 2018

Tour: Week of 11th June 2018

Business Plan: September 2018

Exhibition at London Design Fair with
Argentinian Pavilion during September
2018/2019

Open call British Council to support an
entrepreneur with social impact com-
ing from creative industries (ending 10th of
April) send us project!

WORKSHOP CONTENT

1 Day Workshop Open Talks + Interactive Activities with panel discussions.

A workshop suitable for entrepreneurs from creative fields willing to open/grow and offer their businesses in the UK or in having a deeper understanding on how creative industries work abroad.

We will share the work of mentors and tutors, established entrepreneurs, in charge of incubators, retailers, fairs and festivals.

We will explain why creative industries are the key to economy. How to built an international project.

What are the main values of Argentinian creativity, among others relevant subjects.

Our partners from educational institutions and cultural organizations will be promoting and inviting entrepreneurs. The workshop will be taking place at Atelier Thames (Palermo, Buenos Aires).

Get your tickets:

http://bit.ly/Desembarco_Londres



TOUR CONTENT

SPOTS & INSTITUTIONAL FRAMEWORKS

- London Festival of Architecture
- London Tech week
- Men's fashion week
- New Designers
- Mother
- Second Home
- Pentagram
- Design Bridge
- London Design Fair
- Time Out
- Photographers Gallery
- Whitechappel Gallery
- The Guardian
- Cockpit
- London Craft Week
- Abbey Road Studios
- Sound and Music
- Resonance Fm and Extra
- Brighton University



WHO

50 ENTREPRENEURS AT STEP 1

Workshop in Buenos Aires

Please take into consideration this is a LIMITED CAPACITY event so book in advance to secure your place on this link:

http://bit.ly/Desembarco_Londres

30 ENTREPRENEURS AT STEP 2

Coming to London for the creative tour and exposure in the market during one week.

Please send us an email at desembarco@cascabel.uk if you have any doubt or enquiry related to Landing Project.

OUR PARTNERS

We all share value for creative economies.



WHY THIS PROJECT

**TO DEVELOP AND
PROMOTE A 'TOOL KIT'
AND FRAMEWORK FOR
MORE EFFECTIVE
EVALUATION FOR
ARGENTINIAN CREATIVE
BUSINESS WANTING TO
BE PART OF THE
UK MARKET**



OBJECTIVES I

- 1.Promote the development of close business ties between Argentina and the United Kingdom.
- 2.Exchange collaboration and support between creatives working on the same sectors.
- 3.Emphasize in the value of having feedback from a qualified point of view.
- 4.Generate Opportunities to grow the creative industry sector.
- 5.Share and offer an extensive networking through our partners and institutional frameworks.



OBJECTIVES II

6. Connect with colleagues, mentors, tutors, creative frameworks, incubators, retailers, trades and investors.

7. Encourage Exchange with solidarity, generosity between colleagues on the same sectors.

8. Create opportunities to share, debate, exchange and collaborate in projects and businesses.

9. Promote a wider knowledge and a deeper understanding of the cultural and creative relationship between both countries.

10. We believe that increasing cultural exchanges and focusing on young and diverse communities will be a key factor to future economic success. Skills gained through cultural activity can help people explore and unlock a whole range of opportunities in the creative sector and the wider economy.

**USING
ARGENTINIAN
CREATIVITY
TO INSPIRE
THE UK AND
THE WORLD**



MISSION & VALUES

With this project we have the intention to **promote the development of close business ties between Argentina and the United Kingdom**, with a special focus on Creative Industries.

Our mission is to **create meaningful connections and to support entrepreneurs looking to come to step into the UK market.**

This strategy sets out the **opportunities for professionals and artists already working in their fields** with intention to build projects overseas.

Our vision for the creative industries by 2018 and how we will achieve it, with recommendations from cultural organizations and creative hubs.



ABOUT US



Cascabel is a multidisciplinary creative studio founded in Buenos Aires and based in London, specialized in creating meaningful content, music campaigns and experiences.

We work with global lifestyle clients across a wide range of industries – from art and gastronomy to design and technology.

We have a wild mind with a discipline eye.

www.cascabel.uk



MARKETING & PR REACH

50.000 Newsletters Subscribers

47% Age group 25–45 Buenos Aires
London (Young Creatives)

Total Followers with partners 280.000 people reached.

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