

The Storybook Showcase

Benefiting WXYZ's "If You Give a Child a Book" Campaign

The Storybook Showcase is a consumer event that will showcase a variety of whimsical tabletops or vignettes inspired by beloved childhood stories and folklore, created by professional designers. This event builds upon the success of MDC's previous consumer-focused events, but with a literary twist, inviting designers to create enchanting spaces that bring their favorite tales to life. Showrooms are encouraged to think beyond traditional displays and incorporate elements like cozy reading nooks and imaginative scenes that capture the spirit of storytelling. As with all consumer events at MDC, the goal is to highlight the incredible creative talents of designers while facilitating connections between designers and potential clients. The vignettes will be displayed within participating showrooms and studios at MDC, creating a truly immersive and inspiring experience for all attendees.

WHO: All MDC showrooms and studios are invited to participate

DATE / TIME: Friday, April 11, 2025 from 10:00 a.m. to 3:00 p.m.

CHARITY PARTNER*: WXYZ's "If You Give a Child Book" Campaign will benefit from donations at the door of high-quality books or monetary donations to purchase the books.
*still need to confirm with WXYZ

ACTIONS SHOWROOMS MUST TAKE NOW TO PARTICIPATE:

- **Secure your designer(s)!** MDC MUST have your Participation Agreement and designer information *no later than January 24*. Send completed agreements to patty@michigandesign.com. Showrooms may display as many vignettes as they wish.
- **Develop a concept.** Collaborate with your designer on a creative concept and title for your vignette(s) that have to do with children's literary theme.
- **Other Important Dates & Deadlines**
 - **Friday, February 21-** Designer(s) names, companies, and vignette titles and hosting showrooms due.
 - **Friday, March 28** – Vignette descriptions and MDC resources due.

(Please fill out Participation Agreement form on page 2)

Participation & Designer Partner Agreement

Date: _____

Showroom: _____

Number of vignettes planned in your showroom: _____

Showroom Vignette Contact: _____

Designer Partner #1: _____

Designer Partner #2: _____

Designer Partner #3: _____

Designer Partner #4: _____

Additional comments: