



Entry Process, Dates and Cost

- 01

Complete the digital application form at the end of this document. Or you can download an application form from www.designguildmark.org.uk/apply-now. Please note handwritten application forms will not be accepted.

An application for a Design Guild Mark can be made by the designer, the manufacturer on behalf of the designer, or the UK distributor of non-UK Manufactured designs, but it must always be with the permission of the designer.

The applicant is the key point of contact throughout the Design Guild Mark process. This is the person to whom all key communication will be directed such as details about the judging process, logistics, results of the judging days, and all requests for marketing material. Therefore, it is vital that the details provided in this section of the form are correct.

Completed forms should be sent to guildmarks@furnituremakers.org.uk.
- 02

Provide a minimum of 3 and a maximum of 10 images of each design entry. These should be 300dpi in JPEG format. They should be sent by email, or WeTransfer or equivalent to guildmarks@furnituremakers.org.uk.

Confirmation of receipt of these images will be sent to the applicant.
- 02

You will also need to make a payment at the same time as submitting the entry form, as follows;

Early bird:	£215 [inc. VAT] per entry
Final entry:	£245 [inc. VAT] per entry
Late fee:	£275 [inc. VAT] per entry

BACS

Account name:	Worshipful Co Of Furniture Makers
Bank name:	Allica
Sort code:	04-13-76
Account Number:	00006144

PayPal: www.paypal.me/TheFurnitureMakersCo

- Submission deadlines

Early bird: 21 November 2025
Final entry: 16 January 2026
- Judging days

Furniture:
18th March 2026 at The Carpenters’ Hall,
1 Throgmorton Ave, London EC2N 2JJ

Interior Design Elements:
25th/26th March 2026. Venue TBC.

Lighting:
25th/26th March 2026. Venue TBC.
- Award ceremony

May 2026. The venue at Clerkenwell Design Week will be confirmed nearer the date.
- Contact

If you need advice, contact:

Guild Marks Manager
020 7562 8558
guildmarks@furnituremakers.org.uk

Important guidance on completing this form

Please complete the following digital application form in full – handwritten applications will not be accepted.

The applicant is the key point of contact throughout the Design Guild Mark evaluation process. This is the person to whom all key points of communication will be directed such as details about the judging process, logistics, results of the judging days, all requests for marketing collateral and more. Therefore, it is vital that the details provided in this section are correct.

It is also important that sections 4,5,6,7 are completed accurately in the knowledge that this information is used in press material, certificates and all forms of accreditation.

Questions? Contact:

Guild Marks Manager
020 7562 5558
guildmarks@furnituremakers.org.uk

01

WHO IS THE APPLICANT?

Designer

Manufacturer

UK Distributor/Agent

Other [please specify]

02

DESIGN DETAILS

Is this a single piece

or a collection

Provide the name of the design as it should appear in publicity and on the certificate.

Name of the design/collection

03

DESIGN CATEGORY AND ELIGIBILITY

Please select one of the categories below that best describes your entry.

Furniture

Lighting

Interior Design Elements

Interior Design Elements [Textiles, wall, floor and window coverings, surfaces and carpets]. Please specify;

04 DESIGNER

Please enter as you would wish to appear in publicity and on the certificate.

All details are required.

Name	Social media handles
Title/position	
Company	Postal address
Email	
Website	
Telephone	

04a DESIGNER’S MARKETING AND PR CONTACT

If different to above.

Name	Email
Title/position	Telephone

05 MANUFACTURER

Please enter as you would wish to appear in publicity and on the certificate.

All details are required.

Contact name	Social media handles
Title/position	
Company	Postal address
Email	
Telephone	

06 UK DISTRIBUTOR/AGENT

If relevant and different to above, please enter as you would wish to appear in publicity and on the certificate.

All details are required.

Contact name	Social media handles
Title/position	
Company	Postal address
Email	
Telephone	

07

PUBLICITY

Please indicate which, in addition to the designer, is to be used in publicity and on the certificate.

The Manufacturer

The UK distributor

Please provide the PR and Marketing contact details for the selected option above.

Name

Email

Title

Telephone

08

LAUNCH DATE OF THE DESIGN

09

DESIGN SUMMARY

Provide a summary [200 words max] of the design; to include the thinking behind the product or collection, and how it meets the criteria described in full on page 7 of this application form. This summary will be provided to the judges in advance.

8

10

MANUFACTURING VOLUME AND PROCESS

Provide the approximate achieved or anticipated manufacturing volume per annum for the design. **Furniture:** units. **Interior Design Elements:** [Textiles, wall, floor and window coverings, surfaces and carpets] linear/square meters. **Lighting Design:** units.

Provide a brief description of the industrial manufacturing process used.

11

RECOMMENDED PRICE

Provide the current RRP and trade price if applicable.

12

PRODUCT TESTING

State the standards the product has been tested to and is certified by (if any).

13

IMAGE CREDIT

Provide the name of the photographer to be credited for the images supplied.

Continued on next page...

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I confirm that:

- > I apply for the piece or range described to be considered for a Design Guild Mark.
- > I agree to deliver and collect a production sample at my own risk after successful qualification.
- > I understand that it is only the specific design/s entered and judged that is/ are the potential recipient of an award and other associated designs or those within a range not specified should not make claim to a Design Guild Mark.
- > I agree to send the completed application form with three to ten high resolution (300dpi) images in JPEG format of the individual piece or range by email, or WeTransfer or equivalent to guildmarks@furnituremakers.org.uk. Note these images will also be used for publicity and that for use on social media, please include in your selection a number of images using a plain white background.
- > I agree to make the application fee payment at the time of application. Failing to make payment will result in your application not being considered.
- > If awarded, I agree to loan the winning piece for promotional purposes, such as exhibitions.
- > If awarded, the holder agrees, within reason, to support the promotion of the Design Guild Mark, e.g., participating in talks and presentations.
- > I hereby agree to abide by the conditions governing the award of a Design Guild Mark.

☐

I have read and confirm the application checklist

WHERE DID YOU HEAR ABOUT THE DESIGN GUILD MARK?

☐

Editorial

☐

Advertising

☐

By invitation

☐

Social media

☐

Word of mouth

☐

DGM website

PRIVACY

All entrants own the intellectual property rights (IP) in, or otherwise have the right and/or licence to market and sell the products which are entered for a Design Guild Mark and the entrant does not knowingly infringe the intellectual property rights of a third party.

I have read and understood this privacy statement and I consent to the Company collecting and using my data for the purposes described. Please contact us if you wish to view our full Data Protection Policy.

Signed/Date (required)

SUBMIT & PAY

Submit by sending this form and supporting images to:

Guild Marks Manager
guildmarks@furnituremakers.org.uk

On completion of the application form, please make a payment of:

Early bird:	£215 [inc. VAT] per entry
Final entry:	£245 [inc. VAT] per entry
Late fee:	£275 [inc. VAT] per entry

BACS

Account name:	Worshipful Co of Furniture Makers Corporate Account
Bank name:	Allied Irish Bank
Sort code:	04-13-76
Account Number:	00006144

PayPal: www.paypal.me/TheFurnitureMakersCo

CATEGORY SPONSORS

CROFTS & ASSINDER
EST. 1875

Sponsor of the Furniture category



Guild Marks Manager

020 7562 5558

guildmarks@furnituremakers.org.uk

designguildmark.org

[@designguildmark](https://www.instagram.com/designguildmark)

You can also reach us at the following address: Furniture Makers' Hall, 12 Austin Friars, London, EC2N 2HE.



The Furniture Makers' Company
the furnishing industry's charity

The Worshipful Company of Furniture Makers is incorporated by Royal Charter (Company Number RC000866). The Worshipful Company of Furniture Makers' Charitable Funds incorporating the Furnishing Trades Benevolent Association (Charity Number 1015519). The Furniture Makers' Company Limited (Charity Number 1118569).