Call for Entries

REQUIREMENTS AND INSTRUCTIONS FOR FASHION SHOW JURY

http://www.fashionshow.wisc.edu/designers.html

ELIGIBILITY

Original textile or apparel designs suitable to be shown on the runway must be created in a DS course or independent study during the current academic year, the summer or Spring 2014. Either the fabric or the garment must be an original design by the student. A look made from a commercial pattern will only be accepted if the textile work is original OR a written consent of instructor accompanies the submission confirming that the pattern has been altered significantly enough that it has become a new design.

Work from 153 and 154 is eligible only if you have signed approval from Maria Kurtuz verifying that you have adjusted the original pattern enough to be considered your own design. Student level in the program will be considered in the jury process.

Students graduating in December and those studying abroad in the spring 2016 semester are still eligible to submit work for inclusion in the show. Only finished work will be considered, and the fashion show team will store the boards and garments for students who will not be in the Madison area in the spring.

IMPORTANT DATES

Monday March 16 – Wednesday March 18 Noon-5:00 pm – Drop off submission boards and printed entry forms in the Design Gallery on the 1st floor of Nancy Nicholas Hall.

Wednesday March 30 – Jury Results and Model Assignments Posted outside of NNH3365 and e-mailed to designers

FRIDAY APRIL 1 – DROP OFF ONE GARMENT FOR VIEW BOOK PHOTO SHOOT AND DESIGNER HEAD SHOT WILL BE TAKEN

Thursday April 21 – 6:00 – 8:00 pm Rehearsal (Hair and makeup consultation)

Thursday April 28 – 6:00 – 8:00 pm - Rehearsal (Final Faculty approval of garment)

Friday April 29 – 4:00 – 9:00 pm Dress Rehearsal

Saturday APRIL 30 – SHOW DAY 11:00am Call Time

SUBMISSION PROCESS

1. Prepare submission boards

   Board Requirements:
   1. 11x17 Matte Board (separate board for each look)
   2. Material Swatch(es) – Required for unfinished looks (encouraged for finished looks)
3. Include 3-5 bullet points to call out interesting aspects of your garment. e.g.: Hand-dyed. Made from old t-shirts. Inspired by Frank Gehry.
4. Your name should appear **only on the back** of the board (in the center)

We have A LOT of submissions so make sure yours stands out! Highlight what makes your entry great! You may use any combination of photos (of completed garment), illustrations (of garments still in progress), completed muslins, flats and/or fabric/material manipulations to clearly represent your garment. Use only your **strongest** images and samples.

*Please see examples of finished boards on website and outside room 3265.*

If your submission is a textile (woven scarf, dyed fabric etc.) completed or not; it does **not** require a swatch but **does** require some form of sample (illustration, photo of progress) that shows what your textile is going to look like.

**2. Write your designer statement and Look statements**
   See guidelines online at [www.fashionshow.wisc.edu](http://www.fashionshow.wisc.edu)

**3. Fill out and print out the online forms:**
   Online forms at [www.fashionshow.wisc.edu](http://www.fashionshow.wisc.edu/)
   - One Designer Information form
   - One Look Form for each look that you submit. Tape printed form to back of submission board.

**4. Drop off your submission boards at the Design Gallery.**

**FOR SELECTED WORK**

Each designer who has work selected for the show will be featured in our Viewbook.

- **FRIDAY APRIL 1**\(^{st}\): Garment Drop Off (Nancy Nicholas Hall 2:00-5:00pm)
  - All accepted designers must provide ONE COMPLETED accepted garment for the photo shoot, in a **garment bag** with the following information:
    - DESIGNER NAME
    - DESCRIPTION OF LOOK
    - SPECIFIC PART OF THE LOOK YOU WANT HIGHLIGHTED
  - Include any accessories you want with the look in a zip-lock bag CLEARLY LABELED
  - GARMENT SHOULD BE STEAMED/PRESSED
  - Designer headshots will be taken at the time of drop-off

**DESIGNER ENTRY FEE $15:** This fee will be collected at garment drop-off on April 1. Please pay with exact cash or check payable to “ATA”. (check preferred)

**Your Designer Fee Covers:**
- **Student Ticket to the 2pm or 5pm show**
- **Copy of the full color 8 ½” x 11 Viewbook which features you and one of your looks**
- **Professional digital photos of each of your looks taken on the day of the show**

**NOTE:** This year, you may submit the same garment to the Threads Fashion Show and the Design Gallery student juried show. But you will need to fill out a form for each of the juries.

**Contact:** Website: [http://www.fashionshow.wisc.edu](http://www.fashionshow.wisc.edu) Email: [threads.designers@sohe.wisc.edu](mailto:threads.designers@sohe.wisc.edu)