


**PLAY TREND FASHION DESIGNER CONTEST**

## PROCLAMATION OF CONTEST

Prato Textile Museum Foundation - in collaboration with Cariprato and Fondazione Cassa di Risparmio di Prato and with the support of Patrizia Pepe Firenze as Main Sponsor and Lanificio Becagli, Faliero Sarti, Furpile Industries, and Ultra as Sponsor- promotes for 2009 the **PLAY TREND** competition .

**PLAY TREND** is a competition for European young fashion designers that wants to highlight the potential of new generations of designers in collaboration with leading companies of the Italian fashion system, according to a sectional know-how deepening of participants and to a mutual exchange of creative incentives.

The competition promotes Prato district and the companies that work in it as excellence elements of Made in Italy; it also shows the importance of textile and its production process by offering the opportunity for participants to deepen their knowledge of materials and techniques that define the quality of it.

The initiative will also provide visibility and opportunities to young talents in Europe and encourage textile and fashion companies to invest in the design as a strategic element of competitiveness and young people as essential creative resource and trend setters of the fashion system.

### 1) TIMING AND PHASES OF THE CONTEST

The competition includes the design and implementation of a woman outfit of at least three pieces, equipped with accessories, inspired by the theme of point 2) and made with fabrics and materials produced by Prato district textile companies.

The project works out in three phases:

**PRE-SELECTION:** before **29 May 2009**, a technical and experts committee select a shortlist of enrolled candidates on the basis of graphic projects submitted. The names of candidates will be announced during Pitti Immagine Uomo 76 (16-19 June 2009)

**FASHION HUB:** selected candidates (up to 8) participate to a creative cross-experience of one week (approx. from 13-19 July) held in Prato<sup>1</sup> district. The young designer, living and working together, exchange ideas and suggestions and they get in contact with companies. This will also

<sup>1</sup> Travel and accommodation costs will be charged to the contest Organization.

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include workshops, visits, study sessions and meetings with companies style offices. Candidates define projects and select the fabrics with which realize the outfit.

Selected candidates participation to the FASHION HUB and its complete program is obligatory. Failed agreement or the impossibility to the participation provides the exclusion from the list of participants.

**CONSTRUCTION:** back in their countries, candidates improve their outfit projects based on the suggestions and information assimilated by participating in the fashion hub. Afterwards they realize their projects with the materials selected in compliance with the stated theme of inspiration. The outfits and the redefined graphic documentation should be sent and received by the Organization of Play Trend no later than **30 November 2009**.

**FINAL SELECTION AND AWARDING CEREMONY:** A jury composed by representatives of institutions, technicians and fashion experts selects the winner of the competition and subordinate awards that will be presented to young designers during Pitti Immagine Uomo 77 (January 2010).

## 2) THEME

### “BAUHAUS RELOADED”

A proposal for a new contemporary reading of the famous artistic movement founded in 1919 by Walter Gropius who, concerned to promote the arts, stimulated a new way of collaboration between artists and craftsmen with the purpose to test and develop an entirely modern planning and applicable to industrial production.

## 3) PARTICIPATION REQUIREMENTS

The competition is open to young fashion creative residents in the EU between 18 (over 18 by 30<sup>th</sup> April 2009) and 33 years old.

may participate in the competition:

- students attending the final year of secondary schools in the fashion / art / design
- enrolled for university courses or University level courses in fashion / art / design
- young graduates in the fields mentioned above in search of employment or already working

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## 4) APPLICATION MODALITY TO SUBSCRIPTION

To participate in the competition, candidates must:

- to sign up online by filling every part of the application form on the web-site <http://www.playtrendcontest.eu> **no later than 30 April 2009**.

- to send to the head office of the Organization **no later than 22 May 2009** (see below N°10) a closed envelope containing:

- 1) application form (mentioned above), previously printed, filled and signed .
- 2) updated curriculum vitae in Italian or English or French, signed in original
- 3) certificate of attendance or diploma of fashion / art / design school

4) An A3 format portfolio containing :

- a description of your own interpretation of the theme of the contest;
- sketches of the outfit, inspired by the theme of the contest with the complete name of the participant on the back: at least 3 heads with accessories;
- technical description and types of materials chosen with any samples of them (optional)
- a CD ROM containing images of the sketches and materials and any images used as inspiration of the project<sup>2</sup>.

Any omissions or delays of documentation as regards to the specified deadlines dates will cause the exclusion from the competition.

## 5) PRIZES

1st PRIZE : Euro 3500

2nd PRIZE : Euro 2000

The jury will decide the allocation of any special prizes in addition to those mentioned.

## 6) OUTFIT TECHNICAL DETAILS REQUESTED

Women's clothing allowed to the contest have to be realized in the following sizes: 42 (Italian size). Every garment should be sent well protected and marked outside the packaging with the complete name of the participant and photographs or graphics to identify the garment.

<sup>2</sup> Images of previous work will be allowed in the CD(optional). The name of the candidate have to be clearly in evidence on the CD cover. Folders collection of files have to be distinct and well appointed (as ex; project, inspiration, others ...). Images must be saved with. tif format and. jpg with 300 dpi resolution format.

ENTE PROMOTORE



SPONSOR FINANZIARIO



MAIN SPONSOR

PATRIZIA PEPE  
F I R E N Z E

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## 7) OUTFITS AND IMAGES PROPERTY

Every garment sent to the competition is property of the participant, the Contest Organization reserves the right, prior authorization, to request and withhold the outfits in the occasion of exhibitions, fashion events and promotional events related to the contest.

The Museum also reserves the rights to use the images made by the participants for the production of promotional and info material.

## 9) RESPONSIBILITY

The Organization is not responsible for any failed delivery of the material, outfits damage or theft may occur during the selection, transportation and exposition to the jury and the public.

## 10) THE ORGANIZATION INSTITUTION

Fondazione Museo del Tessuto di Prato  
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