

SDC International Design Competition 2011

Grand final to be held in Hong Kong



(photos: Overall winner from 2010-Laduma Ngxokolo, from South Africa receiving his award, and concept development board)

PRIZES: The global winner will receive the SDC Colour Design Award 2011, with a cash prize of £1000, plus the Veronica Bell Trophy.

COMPETITION BRIEF

Criteria

'To demonstrate the creative, imaginative and original use of colour in either fashion or textiles'

All entries should show evidence of the following:

- colour as an integral component of the design process
- development of the designs, from concept to final design product or application
- excellent presentation and clarity of ideas
- innovative or creative approach to incorporating some aspect of thinking around this year's theme of 'reduce, recycle, reuse', within the original design and/or final design application.

The judges will assign marks for each of these four categories.

Deliverables

- For regional heats, work to be mounted on a **maximum of four boards of up to A2 size.** (please do not include any additional artwork/portfolio or actual finished garments at this stage)
- A **type-written statement on one A4 sheet** - no more than 500 words!
- If you are successful and win your regional heat, you are encouraged to bring **one extra piece of work to the grand final judging**, this could be a finished article to show the end product or a sample garment

Basis of submission

- The work can be based on a fashion or textile design project produced as part of the standard course curriculum or specifically for the SDC International Design Competition.
- Content is at the discretion of the student, but can include finished roughs, design sheets, illustrations, working drawings, mood boards, photographs, fabric indicators, material swatches, etc. At least one board must outline the colour theme with the colour palette clearly indicated.

- Each submission must be uniquely titled to reflect its nature and theme and must be supported by a typewritten description in English (**no more than one A4 page** / ~500 words) explaining the background and inspiration for the work.
- **Boards: these should only be A3 (297 x 420 mm) or A2 (420 x 594 mm)** in size, with your artwork securely mounted on. Never submit any more than the number of boards requested.
- Only one entry may be submitted by each student.
- A maximum of three entries per college; one tutor should be identified as the contact per college and be responsible for submitting an entry form.

Judging

In most instances, the students will be invited to bring their boards and statements to the regional heats. They will meet the judges and have the opportunity to give some background on their project and, in particular, their use of colour. Where it is not feasible for the students to be present at the regional judging, alternative arrangements will be made.

Additional background information and ideas to consider

Reduce, recycle, reuse in fashion and textile design - what will your approach be?

Judging: The emphasis must be on colour, with this year's theme of 'reduce, recycle, reuse' being a key aspect that must be considered. The judges will expect to see a clearly defined idea, taking into account an aspect of 'reduce, recycle reuse', included into the design and/or the written statement. There is a lot of debate relating to this issue, which gives you plenty of opportunity to bring your own ideas. What is important is to evidence that you have thought about the issue and developed your individual take on it. It is not necessary to incorporate the theme into all aspects of the design and its final application, though this is certainly not prohibited. What is most important is to make the theme strong and clear where it is incorporated.

Reduce, recycle reuse - an introduction

The waste hierarchy:

Reduce... what?

- the resources that are used overall (buy less, use less)
- the resources that are used in manufacturing
- the resources that are used in the aftercare of the fabric
- the amount of waste that is generated
- the materials that are used
- the clothes miles
- the amount of packaging

Reuse... what?

- don't bin it. Can we use it for something else?
- can we choose materials that can be used again?

Recycle... what?

- can we make it into something new?
- are there ways of recycling the materials?
- how easily can it be recycled?
- can we use materials that have already been recycled?

What does this all mean? Some ideas to consider...

- What are the key differences between these three concepts, and how could they impact on your ideas?
- What are the opportunities for incorporating elements of the theme into the design?

- What impact does your choice of materials have on all the elements in the supply chain? Organic vs better cotton? ('Better cotton' refers to the better management of conventionally farmed cotton). New technologies - are they always better? Where might you produce them?
- How long do you expect your clothes to last - is fast fashion good? Does quality manufacturing provide for the ability to reduce, recycle, reuse?
- What can be done with your garment after its useful life as clothing for humans? What is their life cycle analysis? Why does this matter?
- Natural dyes and fibres vs synthetic dyes and fibres - is it true that 'natural' always means better for the environment?
- What role does technology have?
- What do the terms 'lean manufacturing' and 'cradle-to-grave' mean in this context?

HOW TO ENTER

- All entries must be endorsed by the relevant course leader.
- Tutors will need to pre-select up to **three** students from their college and submit their names using an entry form available on the SDC website.
- Entry forms can be submitted by email from 1 Jan 2011 to either to the SDC head office or direct to the regional contact for your country.
- No design boards should be posted to the SDC or regional contacts; instead, in most instances, each of the students entered will be invited along to the regional heats to present their design boards to the judges in person. If the student cannot attend the regional heat, alternative arrangements will be made.
- Specific entry criteria may vary for each regional heat (in relation to the number of entries per college for example) and these will be advertised as soon as available.
- Individual entries from students will not be considered.

Timetable:

July 2010	Competition launch and brief issued
From January 2011	Tutors to submit entry forms of students chosen to enter the competition
Feb to June 2011	Presentation of design boards for judging. Regional heat winners announced
By end June 2011	All country finalists announced
December 2011	Grand Final in Hong Kong, supported by CITA and HKSDC Ltd Global winner announced

COMPETITION RULES

Background

Preliminary heats of this competition will be held around the globe in countries where there is an SDC region/affiliate organisation. A finalist from each country will be identified and will take part in the grand final judging. All the finalists will be invited to Hong Kong where the global winner will be announced in December 2011.

What are the judges looking for?

The emphasis must be on colour. What matters is the creative, imaginative and original use of colour to produce a truly distinctive piece of work - work that exploits the enormous potential of colour to communicate difference and individuality. This year the students are also asked to incorporate an element of thinking around 'reduce, recycle, reuse' into their approach to the design and/or final design application.

Who can enter?

- Any undergraduate student in higher or further education following a recognised first degree or diploma course in fashion and/or textile design from the countries listed below who conform to the relevant regional criteria (see Note 1).
- Entries must be endorsed by the relevant course leader and entry forms submitted by the college or university on behalf of the student to the specified regional contact (see Note 2). Individual entries will not be considered.

Countries:

- Australia • Bangladesh • China • Hong Kong • India • Ireland • New Zealand
- Pakistan • Singapore • South Africa • Thailand • United Kingdom • United States

Closing date: Generally tutors will need to pre-select up to **three** students from their college and submit an entry form to the regional contact, although this is dependent on the regional criteria. Judging will take place at specified locations and country winners announced by the end of June 2011.

Judging: Each regional committee will aim to hold events between February and June 2011 at which the judging panel will assess the submissions and announce a winner. Each country winner will go forward to take part in the grand final judging and will also have their work displayed in the SDC online gallery.

Grand final-Supported by CITA and HKSDC Ltd: Each country winner will take part, together with the other finalists, in the grand final judging. Finalists will be invited to Hong Kong where the global winner will be announced in December 2011. All country finalists will receive a gift and the finalists invited to Hong Kong will receive payment towards accommodation and travelling expenses.

Prize: The global winner will receive the **SDC Colour Design Award 2011**, with a cash prize of £1000, plus the Veronica Bell Trophy.

Age limit: Students must be aged not less than 18 years on 1 April 2011.

Portfolios: Design boards should **not** be submitted to the SDC but should be presented for judging at the specified regional event (delivered by the students or tutor or posted in advance to the regional contact). Only those entries that adhere to the brief will be considered; students should **not** bring along any additional material / garments to the regional heats.

Publicity: The work of the finalists will be on display during the awards ceremony and will be displayed in the SDC online gallery. The winners will also receive extensive publicity in the national and international press and in the Society's own publications, as appropriate.

Intellectual property: The intellectual property rights (patents, registered designs, etc.) in all designs submitted in the competition remain with the student. However, the Society reserves the right to use designs for exhibition purposes and to reproduce them in reports, on the Society websites, in press releases and in any other publicity material.

Any queries? For general enquiries, please email: marketing@sdc.org.uk. For region-specific enquiries, please get in touch with the regional contact (see below).

Note 1

Any specific guidelines / regional criteria will be made available once the heats in the following countries have been organised (details available on request from the regional contacts):

SDC Regions:

- Bangladesh, China, Hong Kong, India, Pakistan and the UK.
- In the UK, colleges will be assigned to one of a number of regional heats. A UK final will be held in May 2011 to identify the student who will attend the grand final.

- Colleges from Northern Ireland and the Republic of Ireland will be held in one heat.
- In Thailand, the heat will be organised by Thailand Textile Institute

Note 2 Contact should be made with the regional representative before any entry forms are submitted. Regional contacts are as follows:

Australia and New Zealand: Henry Orlinski
Email: horlinsk@bigpond.net.au

Bangladesh: Rushmita Alam
Email: rushmita13@yahoo.com

China: Zhigang Zhang
Email: zzgabc@sina.com

Hong Kong: Spike C M Ngai
Email: sngai@cottoninc.com

India: Dr. Ela Dedhia
Email: design@fdc.org.in

Ireland: Kate Wells
Email: k.wells@ulster.ac.uk

Pakistan: M Fawad Nooric
Email: fadnoori@gmail.com

Singapore: Dro Tan
Email: gtan@matex.com.sg

South Africa: Heidi Alcock
Email: Heidi.dinan@gmail.com

Thailand: Wiwat Hirunpruk, Thailand Textile Institute
Email: wiwat@thaitextile.org

United Kingdom: Tracy Cochrane, SDC
Email: marketing@fdc.org.uk

United States: Suzanne Holmes
Email: holmes@aatcc.org

Or contact the competition organiser: Tracy Cochrane, SDC, Email: marketing@fdc.org.uk

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