



AUSTRALIAN TEXTILE INSTITUTE CENTENARY STUDENT DESIGN AWARDS 2010

STUDY DESIGN OVERSEAS - LIVE IN PARIS FOR THE SUMMER

The annual Textile Institute Southern Australian Section (TISA) design competition is for full time fashion students across Australia. It provides students with the opportunity to participate in an exciting competition that brings together industry partners and potential employees - the future of the TCF industry.

TISA is the only professional organisation in the textile and fibre industry that provides the unique opportunity for Australian fashion and textiles students to study overseas at the prestigious Paris American Academy (PAA). ***Nominate for Awards selection and you may be celebrating in Paris.***

The TISA Awards have been running for the past two decades and the outcomes of the competition, for both students and the Australian industry continue to exceed the expectations of the Awards brief. Education and training facilities Australia wide acknowledge, through their continued participation and student support of the Awards, the importance of the further training and education opportunity our Awards provide. Awards winners and finalists have carved out successful careers launched from their TISA Awards recognition and their PAA Paris experience.

2010 is the Textile Institute Centenary. Celebrate with us at our Awards Presentation Showcase. The Textile Institute is the leading global professional body of the Textile and Clothing industries, recognised for its service provision, education and training opportunities. The Textile Institute is the chartered institute of the textile industry. It was incorporated in Great Britain by a Royal Charter granted in 1925. The Textile Institute is the only organisation that can award chartered qualification for the Textile and Clothing industry under the EU's qualification Directive and by Public Service Commissions throughout the Commonwealth. **Nominate for the TISA Centenary Awards and attend the Awards Showcase www.textileinstitute.com.au**

Main prizes:

1. Grand Prize - Four weeks tuition and accommodation at the Paris American Academy www.parisamericanacademy.edu - selected by a panel of local and international design professionals and PAA alumni.

2. Industry Prizes - Several cash; work experience prizes; and several career mentoring prizes will be awarded - selected by individual award sponsors.

3. Audience Prize - A cash prize winner will be chosen. This is a great opportunity for audience participation on the night of the awards showcase.

Competition Overview: (For full Conditions of Entry see page 4 of this document).

Applicants must be nominated by their educational institute. Institutes can nominate more than one applicant.

Applicants are to design, develop, and present a sample for a capsule range of fashion textile garments/product.

A **minimum** of **one** co-ordinated sample outfit, for the chosen category needs to be designed. Creative use of advanced and/or sustainable textiles and/or techniques is encouraged as a feature of each entry. The fashion categories are: 1. Day wear; 2. PM wear; 3. Active sportswear. **More than one category may be entered but this must be clearly stated on each entry.**

Complimentary fashion textiles accessories may be submitted but must be comprehensively explained. Applicants must clearly label each entry with the chosen category title and fashion range market niche.

<u>Important Dates:</u>			
Stage A	Registration: Submission of nomination, entry proposal and concept artwork.	Registration Form & payment (\$50 non-refundable, entry processing fee) including nomination, entry proposal/rationale and concept artwork submission www.textileinstitute.com.au	Registration: Monday until Monday August 2nd 2010
Stage A Judging -		NOTIFICATION OF FINALISTS -	August 2010
Stage B	Interview of finalists and <i>Garment/product judging- Stage B.</i>	Finalist Interviews including Final Garments/products and Final artwork judging.	Interview process: from Monday 4 th October 2010
Stage C	Award Showcase Presentation.	Details will be found on www.textileinstitute.com.au	Awards Presentation Showcase: Tuesday 19 th October 2010

Stage A: Registration - Submission of Nomination, Entry proposal and Artwork -

File naming for electronic submissions:

Myname.Myinstitute.Mynomination.1pdf (No more than 1mb);

Myname.Myrationale.Mycurriculumvitae.2pdf (No more than 1mb);

Myname.Myentryproposalandartwork.3pdf (No more than 3mb).

1. Registration form and payment. (use the electronic payment section of TISA website)

2. Letter of recommendation/nomination from applicant's educational institute.

3. A relevant curriculum vitae i.e. one that would enable the applicant to secure a job in the TCF industry. This must be no longer than 2 A4 pages and include a photograph.

4. Rationale of the entry proposal by the applicant, of no more than 300 words which clearly identifies chosen category by theme/inspiration and target market.

5. A specific selection of concept artwork; images and references to support the application including Concept artwork should be formatted as commercial 'storyboard'/'storybook', either **Cad or manual** originals, to be submitted electronically.

Stage A - Judging - The categories will each be judged separately with the **principle judging criteria**:

<i>Innovation of design – creative flair as a designer</i>	25%
<i>Innovative use of textiles</i>	25%
<i>Technical aspect considerations and viability for manufacture</i>	25%
<i>Professional Presentation – complete submission of all entry requirements</i>	25%

Stage B: Interview of finalists and Garment/Product judging -

Finalists will be notified of their finalist status and individual interview date and time.

(Arrangements may be negotiated for non-local finalists).

At the interview, the finalist's garments/products and final, hard copy manual/cad artwork to be presented for review in reference to their original submission, **Stage A**.

- 1. Judging of Final garments/products.**
- 2. Judging of Final Artwork A3 size** – in a standard commercial folio(s) or bound (no other formats will be accepted).
- 3. A separate folio for each category** should be provided if more than one category is entered.
- 4. CAD or manual submissions will be equally considered.**
- 5. Design Specifications (A4)** include complete specifications for functional garment/product design and manufacture, i.e. explanation of design development and full realisation details.
Any **outsourcing** of embellishments, production treatments, and technical services should be acknowledged by the finalist.
- 6. References/bibliography and specific back-up materials** to be included, as appropriate.

Stage B - Judging – Review of Stage A Judging criteria with **further consideration** to:

- **Continuity and consistency** between design concept and garment/product execution.
- **Garment/product engineering** and assembly of the garment/product.
- **Realisation** of the total concept and commercial viability.
- **Personal presentation** in relationship to demonstrated capability to participate in the PAA program and represent TSIA.

Note: There is provision for finalists to improve on their original design as they construct the garments/products. The final garment should remain **recognisable** as that designed, and be accompanied with a rationale for the changes made.

Finalists must submit at the interview and leave, a short **DVD/movie/slide show** of the garment on a live model/in realistic usage. This is to assist the judges with the 3-dimensional view of the garments/products on the intended model and/or in use in a realistic environment.

Finalists are required to **bring to their interview** all specific hardware and software needed **to demonstrate their work**.

Conditions of Entry:

- The TISA design competition is most suited students beyond their first year level of study. The competition seeks excellent design students who are capable and ready to advance their professional education overseas in the year immediately after the awards presentation. It is not possible to defer the up-take of the PAA course position - course timing is pre-determined by the PAA schedule.
- All material will remain the property of, and will be returned to the creator.
- All design and garment/product pieces are to be labelled with student's name, address and contact number. Also include a reliable email contact as this will be a primary form of contact for the students.
- The design competition concept is formulated on a single entrant system. That is, only one student place at the Paris American Academy. Teams of 2 or more may register, however we request that teaching staff provide details of practical circumstances leading to syndication and an agreement on potential prize sharing at the time of registration.
- The Textile Institute reserves the right to add further prizes to those publicised. Additional prizes offered will be communicated to participants via our website.
- It is an understanding that the Textile Institute will use this competition to generate publicity, and the creators of winning entries may be featured in various publications and on the Textile Institute website. To this end we will need the cooperation of the winners and their mentors in post competition publicity exercises.
- The winner is expected to provide a report of their study experience to be published/presented at the events such as the following year's awards showcase.
- The winning entrant will receive The Textile Institute Prize, which includes accommodation and attendance at a four-week Summer Fashion course at the Paris American Academy www.parisamericanacademy.edu. The course provides tuition from skilled, professional personnel with the city of Paris as the campus. Included in the course are visits to Paris fashion releases and to selected world famous fashion houses. This course is valued at \$AUS 6000. The prize does not include return airfares to Paris.

******All Awards matters and decisions shall be final.**

The preceding information is correct at time of publishing, June 2010.

***Important**

Please visit www.textileinstitute.com.au for information updates, participant instructions and *all online contact to enquiries@textileinstitute.com.au addressed to the Chair, Student Design Awards Judging Panel, The Australian Textile Institute Centenary Student Design Awards Showcase, Textile Institute SA Section (TISA).*