

FASHIONCLASH FESTIVAL

APPLICATION FORM 2016

International
and
interdisciplinary
fashion festival



VER... VEN 2015

by Williams
at David Laundy
on Saturday 10 May

FASHIONCLASH

presents FASHIONCLASH Festival, the 8th edition of the international and interdisciplinary fashion festival in Maastricht

30 June — 3 July 2016

Heritage

Understanding our origins to re-imagine
the shape of things to come

Dear artist / designer / performer,

We are happy to invite you to sign up for “FASHIONCLASH Festival 2016”!

FCF2016 open call is open to new generation designers, artists and all ‘fashion’ related work. We are welcoming all your proposals and suggestions. The festival is composed of a general program and a theme related program. For this edition the theme is ‘Heritage’. For several components of the program we ask a small participation fee which the selected designers will have to deposit prior to the festival. Participation in other components however is free. The submission of your application is also free of charge.

FASHIONCLASH Festival (FCF) is an inspiring 4-days fashion festival that takes place at various locations in Maastricht (the Netherlands). FCF shows the art of fashion in the broadest sense of the word. The festival aims to provide a fertile platform where a new generation of designers and artists from various disciplines get the opportunity to present their work to a broad and diverse audience, national and international press, industry leaders, etc.

Since the first edition in 2009 more than 900 talents from 50 different countries have joined FASHIONCLASH Festival and were given the opportunity to show their talent and work. Some of their careers really took off from there! Take a look at fashionclash.nl for an impression of the event and the activities of FASHIONCLASH throughout the world.

FASHIONCLASH Festival is an initiative of the FASHIONCLASH Foundation and its artistic and managing directors Branko Popovic, Laurens Hamacher and Nawie Kuiper. The ‘clash’ in FASHIONCLASH represents the encounter between talent, cultures, artistic disciplines, the audience and fashion. FASHIONCLASH believes that the art of fashion can stimulate critical debate about controversial issues in our society. By researching and questioning ‘fashion’ we learn to understand the psychology of human behaviour and its role in undermining stereotypes. The central question being asked, “How can we develop the fashion industry to improve well-being and equality?”. With themes such as “Age / Art of Aging” (FCF 2014), “Gender” (FCF 2015) and “Heritage” (FCF 2016) we create narratives that rise above the superficial definition of the word “Fashion”.

FASHIONCLASH provides a platform by developing and organizing projects and events such as the annual festival ‘FASHIONCLASH Festival’, but have since done several remarkable projects and collaborations in Belgium, South Africa, Poland, China, Portugal, Mauritius, Germany, Ireland, Italy, Czech Republic, Slovakia, Serbia, Brazil, Slovenia, Malta and so on.

General program**A: FASHIONCLASH Fashion Shows**

FCF offers the chance to approximately 35 designers to show their collections on the runway during three days of fashion show programs. For these programs we ask a small participation fee.

B: FASHIONCLASH Market

We offer an opportunity to designers and other participants not only to showcase but also to sell their work in a market style setting. For this program we ask a small participation fee. We don't ask for commission on sold items.

C: FASHIONCLASH Meet the Industry

A program for designers and the fashion industry to meet each other in an informal setting. For this program we ask a small participation fee.

D: FASHIONCLASH Awards

For the second time there will be an award for the most promising designer/collection presented. A professional jury will choose one winner from the show or market participants. The winner will receive €1.500 and a spot on FASHIONCLASH Festival 2017. Furthermore there is the KALTBLUT Magazine award and also a possibility to win a participation membership at one of our partner fashion weeks; ModaLisboa - Lisboa Fashion Week, FashionPhilosophy Fashion Week Poland and Serbia Fashion Week.

HERITAGE theme related program**E: FASHIONCLASH Exhibition curated around the theme 'Heritage'**

A special area of the festival's main venue terrain is set up as a curated multidisciplinary exhibition area that shows work linked to the chosen theme 'Heritage'. For this program participation is for free.

F: FASHIONCLASH Showpieces 'Ethnical' Exhibition

'Showpieces' is a multidisciplinary exhibition of standout designer pieces; every designer shows his or her distinctive style with one specific design. Evidently during the exhibition, designs representing Ethnical cultures will be on display. Every designer presents one selected showpiece. For this program participation is for free.

G: FASHIONCLASH Heritage Fashion Show

For the first time we will organize a special theme related fashion show/performance. This collective show will be composed with outfits of several designers who's work expresses the theme of Heritage. Each participating designer will show 3 outfits. The performance/show will not be staged as a traditional fashion show but is set to be choreographed by a performing artist (theatre maker or dance choreographer). The aim of this show is mainly to create a theme related dialogue among the audience and designers. Secondly the show is also a platform for designers to show their work. Following the show there will be a moderated Fashion Talk. For this program participation is for free.

FASHIONCLASH offers all participants promotion. International media exposure and publicity on flyers, posters, invitations, website, blog, social media, etc. And a One-of-a kind festival attended by thousands of (inter)national visitors.

For more details concerning the above mentioned program parts please continue reading this document. You want to join too? We are accepting applications as of today! We are looking forward to your application, so sign up quickly!

The deadline to apply is the 1st of March 2016!

Enthusiastic? Want to participate?

You can find the application form on page 13 of this PDF.

Hope to hear from you soon!

Best regards from Maastricht

FASHIONCLASH Team
Nawie, Branko & Laurens



A Participation Fashion Show

FASHIONCLASH Festival Fashion Show program puts the spotlight on emerging new designers and labels spread over a 3-day program. There is room for all kinds of styles of fashion design, from avant-garde and haute couture to street and sports styles, menswear and womenswear.

The Fashion Show program contains several shows on Thursday 30th of June, Friday 1st and Saturday 2nd of July and the schedule offers room for about 35 designers. Within one show approximately 5-9 collections are presented. The composition of a show is based on the 'clash' concept showing 'fashion in a broad sense'. FC determines the content of the show blocks and the order.

Presentation facilities:

FC provides the space, technique, catwalk, lightning and backstage equipment.

Models:

FC provides all models. FC will appoint to each designer his or her models. FC takes the designers preferences into account (as far as possible with the walking order).

Hair and make-up:

FC decides together with the make-up artists and hair stylists the ideas for hair & make-up for all shows. FC works together with professional partners.

Make-up styling is provided by a top team of M.A.C Cosmetics and hair styling will be in very good hands of Kevin Murphy.

Image registration:

Official catwalk photography by Team Peter Stigter.

FC is responsible for the overall appearance of the shows and the final direction on the selection of models, hair and make-up styling, the walking order and presentation facilities.

It is important to know that we expect each participant to be present during the festival. Your presence promotes acquaintance, exchange of experiences, interaction and cooperation among all participants, press and guests from the fashion industry. Each show participant receives free admission to all shows during the weekend + 2 free tickets for their own show. If you want to invite more guests to your show, tickets will be available and can be bought online in presale and at the venue during the festival. Each show participant also receives a ticket for the FASHIONCLASH Party.

We ask a small one-time participation fee of each selected participant /or their brand depending on the number of outfits being presented.

Following the selection results we will share more detailed information concerning your participation.

B Participation (Designer)Market

There will be a FASHIONCLASH (Designer)Market at the festival's main location. New generation designers and brands get the opportunity to show and sell their work during this 2-day market. The market is also a great opportunity to meet potential clients, customers and industry professionals. Visitors don't need to pay an entrance fee to visit the market.

The designer can hire a spot (appr. 6 square meters) in the market, and needs to take care of the furnishing himself. There is a possibility to hire a clothing rack, table and a mannequin from FC.

It is important to keep in mind that if you are also selected to participate in the fashion show program you can't sell these items on the market before showing. So make sure you have enough items for the market if you decide to participate. Please bear in mind that your booth is staffed all 2 days, even during the shows, except if you have your own show.

The Market opening times:

- 1st of July from 19:00 – 23:30
- 2nd of July from 16:00 – 22:00

FC will take care of:

- general fitting rooms + mirrors
- classification of the stands

Participant takes care of:

- sales with the customer
- furnishing of the own spot

When participating in the market a small one-time participation contribution of € 242 incl. 21% VAT. per stand is required. FASHIONCLASH does not take commission for sold items.

Optional:

- clothing rack € 24,20 incl. 21% VAT
- table € 24,20 incl. 21% VAT
- mannequin € 60,50 incl. 21% VAT

Important to know that we expect each participant to be present during the festival. Your presence promotes acquaintance, exchange of experiences, interaction and cooperation among all participants, press and guests from the fashion industry. Each market participant receives free admission to all shows during the weekend. If you want to invite more guests for the shows, tickets will be available and can be bought through several channels.

Each market participant also receives a ticket for the FASHIONCLASH party.

Following the selection results we will share more detailed information concerning your participation.



C Participation Meet the Industry

During the festival there will be a special program where 20 selected designers and fashion industry professionals can meet in a speed-dating format, on Sunday the 3rd of July.

The designers can present their collection to a diverse group of professionals: buyers, producers, press, stylists, directors of other fashion events etc. Only designers who have been selected for one of the festival components can participate at Meet the Industry.

For this program we ask a small participation fee.

D FASHIONCLASH Awards

FASHIONCLASH Festival Talent Award is an award for the most promising design talent at FCF festival.

A professional jury will choose one designer from the fashion show program or the market and award him/her with the 'FASHIONCLASH Festival Award'. The winner will receive a €1.500 prize and a spot on FASHIONCLASH Festival 2017. Do you want to win €1.500 and a spot on FCF 2017? Apply for the Shows and/or (Designer)Market and have a chance to win the FASHIONCLASH Festival Talent Award.

KALTBLUT Magazine Award:

FASHIONCLASH Festival media partner KALTBLUT Magazine will award one designer with KALTBLUT Magazine Award (online and offline exposure).

Participation in another Fashion Week Award:

You can win participation at FASHIONCLASH partner fashion week:

ModaLisboa - Lisboa Fashion Week, FashionPhilosophy Fashion Week Poland and Serbia Fashion Week.

E Participation Exhibition ‘Heritage’

The FASHIONCLASH Festival Exhibition is staged at the festival’s main venue. The Exhibition is curated with work connected to the 2016 festival’s theme: Heritage – Understanding our origins to re-imagine the shape of things to come.

FASHIONCLASH Festival 2016 looks to the future along the theme of ‘heritage’.

Like no other fashion knows how to renew itself again and again by creating a new atmosphere each season, using the past as an infinite source of inspiration and by selling and presenting the past as the new future. Designers look back to the past but also dare to speculate about the future. From this perspective designers are shaping the future of the shape of things to come.

What is the role of our cultural heritage in a constantly changing world? How are new generation designers dealing with their cultural heritage (ancestry and traditions) in a globalized world where everything seems to be reachable and in which fashion is dominated by Fast Fashion chains and mass-production?

When you want to participate in the Exhibition, your work needs to have a link with the theme of Heritage. We are open for suggestions and a broad interpretation of the theme is possible. The work can be about the tangible and intangible heritage of fashion but also about your personal story or cultural heritage.

The Exhibition gives room for various disciplines as long as they’re linked to ‘fashion’ and connected to the theme of ‘Heritage’. The Exhibition is a multidisciplinary showcase with installations of fashion and textile design, accessories, jewelry, product design, photography, audiovisual work, illustration, graphic design, fine arts and more.

FASHIONCLASH is responsible for the selection and the scenography of the exhibitors in the spaces. The Exhibition consists of several spaces (varying in size). The location also offers exhibition space to a number of works of larger size and height.

Each participant should describe clearly in the description of their work the technical requirements to present the work. In principle, the participant needs to take care of his/her own presentation material. However in some cases we can provide basic equipment.

Participants are responsible for the presentation and for the transportation of the work before and after the festival. The selected work must be exhibited in the exposition of FCF from the 1st till the 2nd of July 2016. If there are any changes regarding the presented work, this should be communicated immediately to FC. FC remains the right to decide whether the work can still be included in the exhibition after. FC is responsible for the overall appearance of the exhibition and has the final direction over the selection of the (art) works and presentation.

It is important to know that we expect each participant to be present during the festival. Your presence promotes acquaintance, exchange of experiences, interaction and cooperation among all participants, press and guests from the fashion industry. Each Exhibition participant receives free admission to all shows during the weekend. If you want to invite more guests for the shows, tickets will be available and can be bought through several channels.

Each Exhibition participant also receives a ticket for the FASHIONCLASH party. Of course we will share more detailed information upon your admittance and selection. Participants of the Exhibition do not pay a participation fee. Following the selection results we will share more detailed information concerning your participation.

F Participation Showpieces ‘Ethnical’ Exhibition

Showpieces is a multidisciplinary exhibition of standout pieces; every designer shows his or her distinctive style with one design. For this edition pieces representing Ethnical cultures will be on display.

Every designer presents one selected showpiece. For this program participation is for free.

Each participant should clearly describe in the description of their work the technical needs to present the work. In principle, the participant needs to take care of his/her own presentation material. However in some cases we can provide basic equipment.

Participants are responsible for organizing and presenting their work. The selected work must be exhibited in the exposition of FCF from 30th of June – 3rd of July 2016. If there are any changes regarding the presented work, this should be communicated immediately to FC. FC has the right to decide whether the work will still be included in the exhibition after it has been changed.

FC is responsible for the overall appearance of the exhibition and has the final direction over the selection of the (art) works and presentation. Important to know that we expect each participant to be present during the festival. Your presence promotes acquaintance, exchange of experiences, interaction and cooperation among all participants, press and guests from the fashion industry. Each Showpieces participant receives free admission to all shows during the weekend. If you want to invite more guests for the shows, tickets will be available and can be bought through several channels.

Each Showpieces participant receives also a ticket for the FASHIONCLASH party. Following the selection results we will share more detailed information concerning your participation. Participants of the Showpieces Exhibition do not pay a participation fee.

G Participation Heritage Show

The FASHIONCLASH Heritage Show is a special theme related fashion show/performance. This collective show will be composed with outfits of several designers who's work expresses the theme of Heritage. Each participating designer will show 3 outfits. The performance/show will not be staged as a traditional fashion show but is set to be choreographed by a performing artist (theatre maker or dance choreographer).

The aim of this show is mainly to create a theme related dialogue with the audience and designers. Secondly the show is also a platform for designers to show their work. Following the show there will be a moderated Fashion Talk.

For this program participation is for free.

When you want to participate at the Heritage Show, your work needs to have a link with the theme Heritage. Each participant can present 3 silhouettes. In the application form you can describe the relation between the concept of work and the theme.

FC determines the content of the Heritage Show.

Presentation facilities:

FC provides the space, technique, lightning and backstage equipment.

Models:

FC provides all models. FC will appoint to each designer his or her models.

Hair and make-up:

FC decides together with the make-up artists and hair stylists the ideas for hair & make-up for all shows. FC works together with professional partners. Make-up styling is provided by a top team of M.A.C Cosmetics and hair styling will be in very good hands of Kevin Murphy.

Image registration:

Official catwalk photography by Team Peter Stigter.

FC is responsible for the overall appearance of the show and the final direction on the selection of models, hair and make-up styling, the choreography and presentation facilities.

Important to know that we expect each participant to be present during the festival. Your presence promotes acquaintance, exchange of experiences, interaction and cooperation among all participants, press and guests from the fashion industry. Each Heritage Show participant receives free admission to all shows during the weekend + 2 free tickets for the Heritage Show. If you want to invite more guests to the Heritage Show, tickets will be available and can be bought through several channels. Each show participant receives also a ticket for the FASHIONCLASH party.

Participants of the Heritage Show do not pay a participation fee.

Following the selection results we will share more detailed information concerning your participation.





Application form

Please complete the entry form and return it to us by e-mail with all required attachments.

Label / Artists name:

Surname:

Name:

Gender: ☐ Male / ☐ Female / ☐ other:

Nationality:

Date of birth:

Place of birth:

Address:

Postal Code:

City/Town:

Country:

Phone number:

E-mail:

Website:

Art/Design education:

Full name of the graduation course:

Diploma: ☐ Yes, date of diploma / ☐ No, current academic year:

How did you find out about the FASHIONCLASH Festival Open Call:

Indicate which part of FC you would like to participate in and fill in that part of this form

☐ **A Fashion Show** June 30 – July 2

- ☐ 5-8 outfits (€ 242,00 Incl. 21% VAT)
☐ 9-12 outfits (€ 302,50 Incl. 21% VAT)
☐ 13-15 outfits (€ 363,00 Incl. 21% VAT)

☐ Yes, I am interested in winning a FASHIONCLASH Award.

Go to D FASHIONCLASH Awards and tick the box(es) of the award(s) you are interested in.

Name of the collection / work:

☐ women's Collection ☐ Mens Collection ☐ Mixed Collection ☐ Other

Number of outfits / work: Min. 5 outfits / Max. 15 outfits

Premiere at FASHIONCLASH Festival (first time on display during FCF) ☐ Yes ☐ No

Short description of / information about the work:

☐ **B Market** (per 6m² spot €242 Incl. 21% VAT) July 1 + 2

☐ Yes, I am interested in winning a FASHIONCLASH Award.

Go to D FASHIONCLASH Awards and tick the box(es) of the award(s) you are interested in.

Short description of the collection / work you want to sell + price indication:

☐ **C Meet the Industry** (€30,25 Incl. 21% VAT) July 3

Only designers who have been selected for one of the festival components can participate at Meet the Industry.

☐ **D FASHIONCLASH Awards**

Please indicate for which award(s) you would like to be considered.

Only possible if you participate at the market and or show.

- ☐ FASHIONCLASH FESTIVAL Award: win €1.500 and a spot on FCF 2017
☐ KALTBLUT Magazine Award
☐ Participation in another Fashion Week Award

E Exhibition Heritage July 1 + 2

Name of the collection / work:

Short description of / information about the work:

How is your work related to the 'Heritage' theme:

Relevant technical information and dimensions of the presentation:

F Showpieces Ethnical Exhibition June 30 – July 3

Name of the collection / work:

Short description of / information about the work:

How is your work related to 'Ethnical' Heritage:

Relevant technical information and dimensions of the presentation:

G Heritage Show July 3

Name of the collection / work:

☐ Women's Collection ☐ Mens Collection ☐ Mixed Collection ☐ OtherNumber of outfits / work: Max. 3 outfits

Short description of / information about the work:

How is your work related to 'Heritage' theme:





Thank you for filling in this form.

Please send the application form by e-mail
(preferably via WeTransfer) together with:

- CV
- Pictures of the proposed work, in case of new work that is still in development please send us pictures of your previous (older) work, sketches, prototypes images and moodboard of the new work.
- Copy of passport or ID
- Portrait photograph (This is only for internal use in order to have a face behind the names of the designers)

Registration deadline:

- Registration before the 1st of March 2016
- Selection / results will be provided by e-mail in week 12/13 (March 2016).

E-mail address:

FCF2016@fashionclash.nl

See you at
FASHIONCLASH
Festival 2016!

FASHIONCLASH

www.fashionclash.nl

#FASHIONCLASH

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