

CALL FOR DESIGNS: 2019 ART OF FASHION



**NOV
16
2019**



Art of Fashion **Wearable Art Runway Show** **"out of this world"**

5pm Bazaar / 6:30pm Runway
Grand Theater Fundraiser
The Niagara Arts & Cultural Center
1201 Pine Ave, Niagara Falls, NY 14301
www.TheNACC.org

THE NACC IS ROCKETING **OUT OF THIS WORLD** THIS NOVEMBER!

Join us for our Annual Wearable Art Fashion Show this fall. We are now accepting your celestial creations for this exciting extraterrestrial extravaganza. We encourage artists to shoot for the moon with categories including: To Infinity & Beyond, Let There Be Light, Inspired by the Space Race, Celestial Bodies and Alien Encounters. Get inspired by your favorite sci-fi showstoppers from Barbarella to Battlestar Galactica and create your own cosmic concepts for this wearable art runway show!

Natural & Synthetic Fibers, Upcycled Materials, Body Art, Etc: All mediums and textiles accepted.

Get full details, rules, and regulations at: thenacc.org/2019FashionShow

Get your lunar looks ready by Nov 1st. The show takes the stage on November 16, 2019.

Models, make-up and hair professionals are encouraged to participate – please contact info@thenacc.org for details.

IMPORTANT DATES:

September 29:	Model Go-See / Casting Call (Fashion Outlets of Niagara Falls, USA)
October 14:	Deadline for Entry
October 14:	MIXER & Fabric Swap / Designers, Models & Make-Up Artists
November 1:	Final Looks & Categories
November 3:	Rehearsal / Tech
November 4:	Vendor Deadline
November 9:	Dress Rehearsal
November 16:	OUT of THIS WORLD Runway Show!





WEARABLE ART RUNWAY SHOW 2019

“OUT OF THIS WORLD”

November 16 2019, 6:30 – 10 PM. Bazaar at 5pm
at the NACC, 1201 Pine Ave, Niagara Falls, NY 14301

SUGGESTED CATEGORIES:

- **To Infinity & Beyond**
A world with no thematic boundaries giving you complete freedom to explore and create your own design. The only limit is your imagination.
- **Let There Be Light** (Luminescence, Sparkle, Glow, Radiance)
Create a work that lights up the night. Play and innovate with different mechanisms for revealing unexpected aspects of your garment. Show us an extraordinary metamorphosis.
- **Inspired by the Space Race**
Retro-Future: Robots and UFOs, space colonies, flying cars, robotic servants, close encounters and interstellar travel.
- **Celestial Bodies**
What’s your vision? Get inspired by what exists outside of Earth's atmosphere, such as the Moon, the Sun, an asteroid, planet, or star.
- **Alien Encounters**
Show us the foreign and the unusual, explore the unfamiliar, the disturbing, the strangely beautiful.



AWARDS: Winners selected by a panel of judges based on category, execution, medium and design – awards are funded in part by entry fees per category. Additional awards offered for Hair and Makeup Design

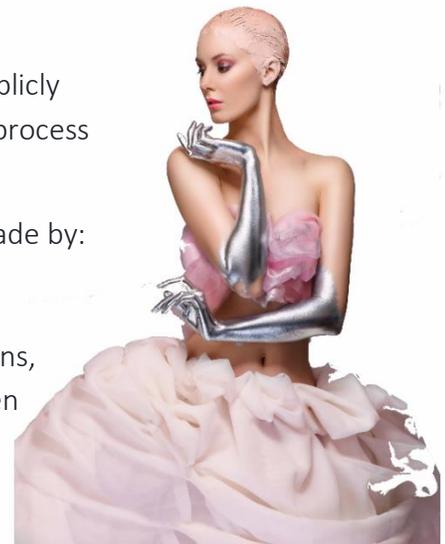


ENTRY GUIDELINES



The following provisions set out entry requirements for the ART OF FASHION:

- a) Designers must enter under their own names and not as a collective, school, or a business.
- b) Design teams can consist of no more than three designers (and any reference to 'designer' in these terms and conditions will include all members of a design team).
- c) Entrants must be 18 years of age or over as of **October 14, 2019** or have parent/guardian consent.
- d) Designers can submit multiple entries. However, each design must have a model. Models are only allowed to wear 1 wearable art entry and must keep it on until the final winner announcements. (An entry can be submitted into one category section only. Models may only walk in one design and cannot be used for another.)
- e) Designers will supply all models for judging and on stage performances. The NACC will host at least one open Call for Models to assist designers with locating models.
- f) No trademarks, logos or brand names can be used in an entry, except for those of the NACC or one of its major sponsors with their approval and sign off.
- g) An unsuccessful entry previously entered in the competition cannot be entered again unless altered by 55%.
- h) An entry that has been shown in another competition prior to entering The ART of FASHION **will** be considered.
- i) The NACC asks that designers do not actively promote their AoF entries publicly or publish images or video footage of their entries during the competition process until after the 2019 AoF Runway show has begun.
- j) All designers agree to accept and abide by the decisions or other rulings made by:
 - i. the judges in relation to the AoF Awards; and/or
 - ii. the NACC AoF Committee Chairs in regards to these terms and conditions, Any decision of the judges and/or the NACC will be final and not be open to challenge by the designer.





Garment Dimensions:

- I. Garment Height & Width Restrictions:
 - i) When worn by a model, the garment must be easily able to enter and exit the stage via a 4' wide, 12 degree ramp.
 - ii) (The garment must be less than 12' in height or length



Entry Components:

- a) All entries must be wearable, that is, able to be worn on the human body. Garments must be made to withstand transportation and movement.
- b) All items the model is required to wear as part of the entry must be supplied by the designer, including footwear and visible undergarments. (Footwear is mandatory)
- c) If a garment incorporates electrical components, the designer must supply batteries.
- d) There must be a concealed label on the inside of each component (including accessories) which includes the designer name and entry #. The NACC takes no responsibility for garments which have been submitted unlabeled.
- e) Do not use perishable materials, unless properly treated, including animal products, plant products and food. Components submitted using organic materials that may disintegrate will not be accepted.
- f) Outfits must be in accordance with New York Indecent Exposure Laws, entries that expose (or does not clothe) the private or intimate parts of the model's body will be omitted from the event. Pasties permitted.
- g) All entries must be wearable, that is, able to be worn on the human body. Garments must be made to withstand transportation and movement.
- h) All items the model is required to wear as part of the entry must be supplied by the designer, including footwear and visible undergarments. (Footwear is mandatory)
- i) If a garment incorporates electrical components the designer must supply batteries.
- j) There must be a concealed label on the inside of each component (including accessories) which includes the designer name and entry #. The NACC takes no responsibility for garments which have been submitted unlabeled.
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ENTRY PROCESS

All Designers must supply, **NAME, ADDRESS, CONTACT INFORMATION**, and all designers must pay the **ENTRY FEE** for an Entry to be valid. The Entry will **NOT BE FEATURED IN THE EVENT** unless the **ENTRY FEE** is paid. **DEADLINE FOR ENTRY IS OCTOBER 14th**

Designers can enter online at www.thenacc.org/2019FashionShow or by filling out the Entry Form at the end of this packet.

Each entry must supply the following information regarding their garment:

- i. a title for the garment (56 characters max);
- ii. a list of the main materials used in creating the garment (40 characters max);
- iii. a short description/inspiration for the garment (100 characters max) to be used in the show program/ screen; and
- iv. a longer description/inspiration for the garment which should be the story behind the garment including the inspiration(s) for the garment and the process and materials used in the construction of the garment.
- v. Price. Is your Garment for Sale? PLEASE NOTE: All art/garments sold by the NACC are subject to a 25% Sellers Fee.
(i.e. A dress sold for \$100 = \$75 to designer, \$25 to the NACC.)
- vi. The name of the model being used to show this garment,
or a request for a model with size and height requirements.

EXAMPLE ENTRY :



“Beauty like the Night”, designed by Ann Whalen
Materials: black silk, midnight taffeta, crystals & LED lights.

Inspired by the poem from Lord Byron.

*‘She walks in beauty, like the night. Of cloudless climes and starry skies;
And all that’s best of dark and bright. Meet in her aspect and her eyes.’*

Description: Draped, hand-stitched, custom couture eveningwear with subtle unexpected twinkle.

Part of the “fashion is poetry in motion” collection by Ann Whalen.

Retail Price \$175.00

MODEL: Regina Fournier

Hair & Makeup: Mary O’Brian, GoFlow Salon



ENTRY FEES:

REGULAR (NON MEMBERS):

\$30 first piece+ \$10 per additional entry.

NACC MEMBERS & STUDENTS:

\$20 first piece+ \$10 per additional entry.

To Pay Entry Fee (4 Options):

1.) In Person

Entry Fees can be paid in person at our main office, on the 2nd Floor of the NACC, 1201 Pine Ave, Niagara Falls, NY 14301.

2.) Over the Phone

Just call (716) 282 - 7530 and press 0 to speak to a NACC staff member - Give the staff member your name and the number of pieces you are submitting. Will need your credit card number, exp date, this information is destroyed after processing.

3.) Paypal App

Pay your entry fee using your phone with the **PAYPAL APP**. Select the option to send money to friends or family, and enter the amount you owe (see entry fees above) and send to LOU@THENACC.ORG.

4.) By Mail

Mail a check to:**Niagara Arts & Cultural Center**
C/O Wearable Art Fashion Show
1201 Pine Avenue
Niagara Falls NY 14301



TERMS & CONDITIONS

a) Wearable Art Runway Show Policy

The NACC AoF Committee reserves the right to refuse designs for any reason - specifically designs that do not follow entry guidelines, including but not limited to designs that do not pertain to the event theme and requirements or have been found unfitting of the intent of the event.

b) Non Discrimination Policy:

The Niagara Arts & Cultural Center is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, height, weight, or veteran status.

Image Release and Release of Liability:

The Artist agrees to feature Design at the NACC at his/her own risk.

Utmost care will be given to all works received; however, neither the NACC nor its members, sponsors, employees or building owner assume any responsibility for loss or damage from any cause whatsoever.





Please be advised: Design will not be featured without your agreement to these conditions. No refunds will be offered for Designs not featured because this form was not completed correctly. However even without the Release of Liability, the NACC is not responsible for any loss or damage to any submitted work from the time it is delivered to the Niagara Arts & Cultural Center until the time it is retrieved from the Niagara Arts & Cultural Center. The NACC does not offer insurance for Designs for any reason. The designer grants the NACC a perpetual, irrevocable right to photograph, film or take other footage of their garment for the purpose of featuring or including the garment, anywhere in the world, in:

- (1) advertising, promotional and marketing material of any format including but not limited to print, film and digital; and
- (2) merchandise of any type including but not limited to programs, clothing, posters, images, films and other broadcast and media formats.
- (3) Wherever possible, the NACC will acknowledge the designer in any publication, merchandising and/or promotional material which contains images and/or footage of a designer's garment.
- (4) The NACC will photograph all entries for inclusion in the AoF Show Program in a standard style, pose and composition that is directed by The NACC.
- (5) The designer grants to THE NACC a worldwide, royalty free, perpetual, transferable license to use any images or media sent to THE NACC (including images, inspirations and stories) for promotional, merchandising, exhibition and/or media purposes, with no cost.
- (6) If a designer provides THE NACC with images owned by a third party, they must seek written confirmation from the owner of the images that the owner consents to the granting of the license by the designer to THE NACC.

GENERAL INFORMATION:

Ticket Price:

General Admission: \$30 + processing fees

Members and Students: \$20 + processing fees

*PLEASE NOTE – Free admission will only be provided to the Designers, Models, and Volunteers.

All others must pay for admission to this event. Industry Discount Tickets will be available at mixers and rehearsals.

Rehearsal:

Rehearsal are November 3rd and 9th, 2019. All models and designers are expected to be in attendance, time TBA .

Parking:

Please view our [parking map](#) for parking information. Loading and unloading of equipment and materials can take place in our YELLOW DOOR parking lot.

Free parking is available all around the NACC building.

- RED DOORS The PUBLIC ENTRANCE to the BUILDING IS LOCATED ON THE PORTAGE ROAD SIDE.
- ALL OTHER DOORS REQUIRE KEY ACCESS.
- **DO NOT PARK in the NACC Loading Dock / Handicap Parking Lot, as this space will be used for loading in and out of equipment for the day of the event.**

Parking Locations

Street - Pine Ave : (Both Sides)

Street - Portage Road: (West Side) between signs

Street - Portage Road -Haeberle Plaza

Street - Walnut Ave : (North Side)

Street - 13th Street (East)

Lot - [1300 Pine Ave](#) Amigone , Niagara Falls, NY 14301

Lot - 628 Tronolone Place, Niagara Falls, NY 14301

Lot - 750 Haeberle Ave, Niagara Falls, NY 14301

Niagara Arts and Cultural Center, 1201 Pine Avenue, Niagara Falls, NY 14301

www.thenacc.org • (716) 282-7530 • info@thenacc.org

Hours of Operation: Mon-Fri 9 to 5 PM, Sat-Sun 12 to 4 PM



SUBMIT THIS PAGE w/ PAYMENT
Deadline: Oct 14, 2019

(2) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design:

(3) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design:

(4) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design:



(5) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design:

(6) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design:

(7) Title of Design:

Category: To Infinity & Beyond -Any

Materials:

Model (Or Need Model):

Dimensions:

Description of Design: