



2014 FAD Competition

Multisensory

Design a 'mini-collection' of two outfits, menswear or womenswear, which respond to the challenge:

What can multisensory fashion be? How can it enhance the experience of the wearer?

Using our five senses, we investigate, communicate and interact with the world around us. Sight, hearing, smell, taste, touch - together they create our perceptual experience; they shape how we encounter and respond to our surroundings and each other.

Create a sensation. Engage the wearer's senses – generate opportunities for interaction between the garment and the person wearing it. Heighten sensory awareness - shape how the wearer experiences their environment.

Think with multiple senses. Search for perceptual correlations. Blur the boundaries - what is visual? Auditory? Olfactory? Gustatory? Tactile? Explore situations where the senses synthesise.

You could consider:

- Connections between wearer, garment and environment
- Possibilities for interactivity – high- or low-tech
- The integrity of the materials you use – maximise their sensory possibilities
- The power of colour and light
- Crafting tactile shapes and surfaces
- Interpreting sound in fashion
- Visualising the experience of smell and taste

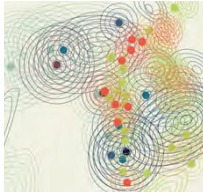
Seek inspiration in the rhythm of a pattern; the shape of a sound; the taste of a texture; the colour of a scent...

References

Investigating the following references may help you to deepen your understanding of the brief; if you choose you can explore them further as possible starting points for your work.

Kate McLean - Sensory Maps

"We have 5 senses...let's use them." <http://www.sensorymaps.com>



Midi Controller Jacket - Machina

"Imagine being able to create music by using your body as an interface." <http://www.kickstarter.com/projects/machina/midi-controller-jacket-v01>



Kandinsky - Compositions series

"Color is the keyboard, the eyes are the hammers, the soul is the piano with many strings. The artist is the hand that plays, touching one key or another purposely, to cause vibrations in the soul."

- The Effect of Color, 1911



Sensory Gardens maximise stimulation of the senses through nature, and encourage the user to explore their surroundings.

Soundings: A Contemporary Score

MoMA, New York
August 10–November 3, 2013
Major exhibition of sound art.
<http://www.moma.org/visit/calendar/exhibitions/1379>



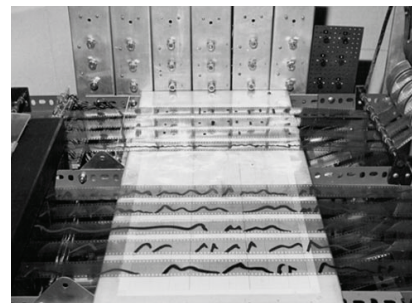
Progetto Cibo: la Forma del Gusto / The Shape of Taste - Museo di arte moderna e contemporanea di Trento e Rovereto (MART)

9 February - 2 June 2013. Experimental design applied to food.
<http://pinterest.com/martmuseum/progetto-cibo>



The Hidden Sense: Synesthesia in Art and Science - Cretien van Campen

"What does it mean to hear music in colors, to taste voices, to see letters of the alphabet in color?"



Oramics to Electronica: Revealing Histories of Electronic Music

- Science Museum, London
Fri 29 Jul 2011 - Tue 31 Dec 2013
"Oram wanted to paint a shape and hear what it sounded like"
<http://www.sciencemuseum.org.uk/ORAMICS>

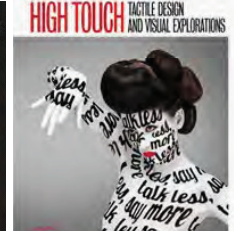


Huhu Cushion - Saehee Her

Interactive, tactile textiles.
<http://coolenoughstudio.com/portfolio/huhu/>

Scenter - Kawamura Ganjavian

"Wouldn't it be fantastic to store smells the same way we store photographs?"
<http://www.studio-kg.com/scenter>



The Sound I Saw - Roy Decarava

Soulful images interspersed with evocative poetry - a printed equivalent of jazz
High Touch: Tactile Design and Visual Explorations - Eds: R. Klanten, M. Hübner
Material objects, spatial orchestrations.



Steven Holl - Daeyang Gallery

An experiment on "the architectonics of music," inspired by Anhalt's 'Symphony of Modules'.

www.archdaily.com/360494/fusing-architecture-and-music-philip-kennicott-describes-the-inspiration-behind-steven-holl-s-daeyang-gallery-and-house/ <http://architectonicsofmusic.blogspot.co.uk/>



Carlos Cruz-Diez - Chromosaturation

"Colour becomes a situation happening in space."

<http://www.haywardlightshow.co.uk/artists/#carlos-cruz-diez>

Cindy Wang - Material Symphony

Materialising environmental sounds.
<http://www.thefashionglobe.com/material-symphony>

Modernist Cuisine: The Art and Science of Cooking - N. Myhrvold, C. Young, M. Bilet Pushing boundaries of culinary art.





2014 FAD COMPETITION

Guidelines

FAD is a creative charity which nurtures innovative young talent and supports young people in their progression to the fashion industry. The ethos that underpins all of our initiatives is to integrate art and culture into fashion while also promoting the concept that clothes should both enhance and respect the wearer. For more than a decade, our challenging briefs have been inspiring students to explore new areas of research, promoting original design and individual expression.

Now in its 12th year, the FAD Competition is committed to highlighting and supporting undergraduate talent, providing a platform for young designers to showcase their work before they graduate. Past FAD finalists have found employment in companies such as ASOS, Coast, All Saints and Harrods, as well as with high profile designers Vivienne Westwood, Hussein Chalayan and Jean Paul Gaultier.

Prizes

All shortlisted finalists will have the opportunity to showcase their designs at the prestigious Fashion Scout during London Fashion Week in February 2014, in front of an invited audience of press and industry professionals.

First prize: £1,000

Two runners-up: £500 each

Eligibility

Participants must be 2nd or 3rd year BA, or MA, students studying Fashion at a UK Higher Education Institution. We will also welcome collaborations between two students of *different* disciplines (e.g.: Fashion Design & Photography; Fashion Design & Textiles, Fashion Design & Product Design, etc.). All collaborations must be clearly marked as such.

Each institution is permitted a maximum of three entries from BA courses and three from MA courses.

Students who have previously taken part in FAD Fashion Futures programmes may send their entries directly to FAD. These entries are in addition to the institutions' quota of three entries and will be considered equally alongside other entries received.

Registration of interest

Tutors should register their institutions for entry by e-mail to reyes@fad.org.uk by Friday 11th October 2013. There is no registration fee.

Submissions

Deadline: Wednesday 20th November 2013

Please note the format for submission.

Each entry must include the following:

1. Digital:

- a. Research: An edited selection of your research and development (a maximum of 20 items - images, video or audio files) including:
 - a summary of your research: e.g. sketchbook pages, moodboards, photographs
 - design development
 - evidence of planned construction techniques

- b. Illustrations: Two creative fashion illustrations (one of each outfit)

On CD, USB, or share with reyes@fad.org.uk via www.dropbox.com Please send your files in the following formats only:

Images - as individual jpegs (300 dpi) or as one continuously scrolling PDF document.

Multimedia files - please upload video or audio footage to a platform such as Sound Cloud, Vimeo or You Tube and include the links in your submission.

2. On paper:

- c. Two technical drawings (one for each outfit, showing front and back) including fabric swatches.

- d. Written interpretation of mini collection (max. 200 words)

- e. Completed student entry form

Initial entries will be judged according to the following criteria:

- Research into and intelligent interpretation of the brief
- Originality and creativity of the two outfits, which must work together as a 'mini-collection'
- Fabric choice, textiles development if relevant, and evidence of planned construction techniques. Please, note that Fashion Scout has a strict no fur policy. Fur is not permitted in any of the catwalk shows or to be promoted in materials distributed at the event or venue.
- Adherence to FAD's ethos – your garments should respect and enhance the person who will wear them. In your designs, consider beauty, comfort and dignity. If you have any questions about the FAD ethos, please contact us.

Please send entries by post to FAD, 10a Wellesley Terrace, London N1 7NA. We regret that entries cannot be returned.

Finalists

Entrants will be notified if they have been selected as finalists by email, by Friday 29th November 2013. Each finalist will be invited to make up their two outfits.

Finalists' Submissions

Deadline: Friday 31st January 2014

Each entry must include:

- 1) Two completed outfits
- 2) Clear instructions on how to fit the garments

Finalists' entries will be judged by an independent panel, according to the criteria for initial submissions as well as the following:

- Close interpretation of previously submitted drawings
- Successful use of fabric
- Excellence in construction and finishing

Delivery of finalists' entries

Entries should be sent by hand, courier or registered mail to FAD, 10a Wellesley Terrace, London N1 7NA. Please note that all deadlines are final.

The copyright of this brief is held by FAD. Colleges are welcome to use the competition brief as part of their curriculum, but should inform FAD if doing so. For further information or any queries please contact Reyes Lora on 020 7490 3946 or reyes@fad.org.uk