

## DRAFT PROCLAMATION OF TEXMEDIN DESIGN CHALLENGE

### 1. GENERAL CONTENTS OF THE TEXMEDIN DESIGN CHALLENGE

The TEXMEDIN Project aims to enhance the huge textile and apparel (T&A) heritage of Euromediterranean regions and to promote its employment as a source of inspiration for designers to design new collections and products with a high added value<sup>1</sup>. To this aim, the project has established a transnational network of Inspiring Labs, each representing the needs and specific nature of the involved territories. The Inspiring Labs will allow young designers and stylists to access the archives of textile museums, browse documentation centers containing fashion books and magazines, and connect to the digital library of the project through ad-hoc online terminals. Moreover, support will be provided to develop prototypes of T&A project works through dedicated training and coaching activities.

The TEXMEDIN Design Challenge - launched in the context of the TEXMEDIN Project - is an opportunity offered to the new generations of European designers to develop their potential and upgrade their skills for research and creative reinterpretation of the T&A heritage in a contemporary key. This initiative will provide visibility and opportunities to young talents in the Euromediterranean area and encourage textile and fashion companies to invest in design as a strategic element of competitiveness and in young people as an essential creative resource setting the trends in the fashion system.

Through the launch of a transnational contest, the TEXMEDIN Design Challenge will select a restricted group of young designers on the basis of their project works. The selected designers will then have the opportunity to attend training and coaching sessions at the Inspiring Lab facilities, which will support them in deepening their know-how and boosting their creative energy. The training and coaching sessions will be held in one of the five TEXMEDIN Inspiring Labs<sup>2</sup> (candidates will be asked to select the location they prefer at the time of applying for the contest). At the end of the training, the best project works will be displayed in a travelling exhibition at the European level, taking place in the partners areas and in the related museums of the TEXMEDIN Project.

### 2. APPLICATION TO THE TEXMEDIN DESIGN CHALLENGE

In order to participate in the TEXMEDIN Design Challenge, participants will be asked to realize one project work of either a new textile, fashion outfit, accessory or interior design product. The project works must consist in a contemporary re-interpretation of one or more items of the TEXMEDIN digital library ([www.texmedindigitalibrary.eu](http://www.texmedindigitalibrary.eu)). The library collects many hundreds items of textiles, garments, and accessories coming from the archives of the Textile Museum of Prato (Italy), Centre of Documentation and Textile Museum of Terrassa (Spain), Peloponnesian Folklore Foundation (Greece) and Carpiformazione (Italy).

<sup>1</sup> See the official website of the project at [www.texmedin.eu](http://www.texmedin.eu)

<sup>2</sup> Inspiring Labs will be located in the following areas: Italy: Prato and Carpi; Spain: Terrassa; France: Lyon, Greece: Athens.

[http://www.texmedin.eu/design\\_challenge](http://www.texmedin.eu/design_challenge)

A transnational jury will then select the most significant projects to be further developed and eventually materially created through the following training period - with the support of experts, technicians, teachers and tutors available at the Inspiring Labs facilities in coordination with the involved T&A museums and companies.

Evaluation criteria of the project works will include:

- Innovation in design, technology, product concept, sustainability, manufacturing process;
- Valorisation and appreciation of heritage meant as inspiration source;
- Mass production feasibility and potential business interest;
- Valorisation potential through Inspiring Lab facilities in relation to the designer's profile and the nature of the proposed product.

### 3. PARTICIPATION REQUIREMENTS

Participation is open to young stylists and designers of any nationality residents in the EU, between 18 and 33 years old, belonging to the following categories:

- a) students attending the final year of secondary schools in textile / fashion / art / design
- b) students attending University courses or University level courses in textile / fashion / art / design
- c) students attending training courses in textile, art and design
- d) young graduates in the over mentioned fields in search of employment or already working

### 4. PHASES OF THE TEXMEDIN DESIGN CHALLENGE

#### 1<sup>st</sup> Phase: **TEXMEDIN Design Challenge: application and selection of candidates**

< June - Sept 2010 >

The TEXMEDIN Design Challenge ([http://www.texmedin.eu/design\\_challenge](http://www.texmedin.eu/design_challenge)) is officially open from 15<sup>th</sup> June 2010. The deadline for the submission of project works is 15<sup>th</sup> September 2010.

A transnational jury composed by fashion experts, technicians and project representatives of the areas involved in the TEXMEDIN project will evaluate the project works and select the candidates under the coordination of the Prato Textile Museum Foundation, acting as General Secretariat of the TEXMEDIN Design Challenge. The maximum number of selected participants per territory is estimated in 15 designers, who will be entitled to access the training and coaching activities inside the five TEXMEDIN "Inspiring Labs".

#### 2<sup>nd</sup> Phase: **Access to the TEXMEDIN Design Challenge**

< Oct 2010 – March 2011 >

The training and coaching sessions at the Inspiring Lab Facilities will take place in the five Inspiring Labs set up by the TEXMEDIN project (Italy: Prato and Carpi; Spain: Terrassa; France: Lyon, Greece: Athens).

The training and coaching programme – lasting around six months – will consist of 30 hours of training and up to 60 hours of autonomous use of the Inspiring Labs facilities and personal coaching with companies.

Training sessions will cover general topics, specific seminars, workshops, tutoring and support by experts, meetings with companies style offices, according to the special needs of participants and T&A features of the

involved territories. The selected designers will work together, exchange ideas and suggestions, and will be introduced to companies which will assist them in realising the material project works.

Candidates will avail of around six months to realize their prototypes by using the Inspiring Lab Facilities. These facilities include: specialized library, access to textile archives, equipped labs, collaboration with companies, support in promotion and business mentoring.

Training activities will be given in the local language of each Inspiring Lab.

### **3rd Phase: The Award: attending the TEXMEDIN final exhibition**

< Apr 2011 – Jul 2011 >

The 5 best project works realized in each Inspiring Lab will be selected by the international jury and awarded with the participation to a European travelling exhibition. Awarded candidates will also have the possibility to realize a professional book of their project works and prototypes. Publication of the book will be financed by the TEXMEDIN Project.

## **5. APPLICATION**

All candidates must pre-register on-line by filling in the application form available at [http://www.texmedin.eu/design\\_challenge](http://www.texmedin.eu/design_challenge) starting from the 15<sup>th</sup> June 2010. Contents of the application form will be verified and validated by the General Secretariat of the contest. While applying to the TEXMEDIN Design Challenge candidates must indicate the location of the Inspiring Lab where they wish to attend the training and coaching activities.

Once pre-registration is accepted, the following documentation must be delivered by applicants:

- a) One printed copy of the signed application form, filled in every part, together with a personal passport size photograph of the applicant. The application form can be downloaded from [http://www.texmedin.eu/design\\_challenge](http://www.texmedin.eu/design_challenge)
- b) One portfolio in A4 format (cm 21x29,7) containing:
  - Sketches of the project work (3 pieces minimum). Each drawing must be numbered and marked at the back with the NAME and SURNAME of the candidate;
  - Complete technical description and types/colours of materials proposed for the project;
  - A detailed description of the project work concept in English (max 250 words);
- c) A detailed European CV either in English or in the local language of the Inspiring Lab chosen by the candidate;
- d) Two CD-Roms, clearly marked with the candidate's name, each containing:
  - Scans of the drawings, digital photographs and/or other visual assets. (either .tiff or .jpg (300 dpi) images formats are accepted);
  - One copy of the application form, completely filled in every part;
  - One digital passport photo;
  - One copy of the CV (European format);

All material must be posted by the 15th September 2010 to the INSPIRING LAB selected for the training in the application form:

**Spain:**

Centre de Documentació i Museu Tèxtil  
c/. Salmeron, 25  
08222 Terrassa - Spain  
Tel: +34 937 315 202 +34 937 314 980  
Fax: + 34 937 856 170  
Contact Person: Eulàlia Morral Romeu or Montse Bargalló  
Email: [emorral@cdmt.es](mailto:emorral@cdmt.es) – [mbargallo@cdmt.es](mailto:mbargallo@cdmt.es)

**Greece:**

Hellenic Clothing Industry Association  
51 Emou str. 10563 - Athens Greece  
Tel: +30 210 322 3979  
Fax: +30 210 323 9159  
Contact Person: Meletis Karabinis  
Email: [mk@skee.gr](mailto:mk@skee.gr)

**Italy:**

Fondazione Museo del Tessuto di Prato  
Via Santa Chiara, 24 59100 Prato – Italy  
Tel: +39 0574 611503  
Fax: +39 0574 444585  
Contact Person: Francesco Bolli  
Email: [f.bolli@museodeltessuto.it](mailto:f.bolli@museodeltessuto.it)

Carpiformazione  
Via Nuova Ponente 22/b  
41012 Carpi (Modena) - Italy  
Tel +39 059 699554  
fax +39 059 642857  
Contact Person: Norma Patelli or Elena Paltrinieri  
Email: [npatelli@carpiformazione.it](mailto:npatelli@carpiformazione.it) – [epaltrinieri@carpiformazione.it](mailto:epaltrinieri@carpiformazione.it)

**France:**

Institut Français Textile-Habillement (IFTH)  
Avenue Guy de Collongue, 69134 - Ecully Cedex – France

Tel: +33 622193690

Fax: +33 1 440 819 39

Contact Person: Athanase Contargyris

email: [tcontargyris@ifth.org](mailto:tcontargyris@ifth.org)

If the application is missing of any over mentioned documents, participation will be denied.

In order to avoid delays or losses, the Organisation encourages participants to submit their entries by courier or by priority mail, appending the notice "TEXMEDIN Design Challenge" on the packages and specifying that the content is no commercial value. Please remember if needed, to declare responsibility for custom fees by ticking the apposite box on the shipment document, as TEXMEDIN Project will not pay custom fees on arrival and will therefore be forced to refuse the shipment.

## 6. PARTICIPATION COSTS

The participation to the TEXMEDIN Design Challenge is completely free of charge. Travel and accommodation costs arising from the participation to the TEXMEDIN Design Challenge are on charge of the selected participants.

## 7. PROJECTS PROPERTY

All the project works and products realized during the training and coaching period are property of the candidate. Nevertheless TEXMEDIN Project reserves the right to use them for the time of all TEXMEDIN Project activities exclusively to produce promotional and communication materials.

The use by TEXMEDIN Project of these materials for commercial purposes or for other purposes different from those agreed is excluded.

## 8. GENERAL SECRETARIAT AND INFO POINT:

Fondazione Museo del Tessuto di Prato

Via Santa Chiara, 24 59100 Prato – Italy

Tel +39 0574611503

Fax +39 0574444585

Email: [info@texmedin.eu](mailto:info@texmedin.eu)

## APPLICATION FORM

(Please type out this form in every part or write in capital letters)

### Personal details:

NAME:.....SURNAME:.....  
ADDRESS: .....n°.....POSTCODE:.....  
DATE OF BIRTH: .....PLACE OF BIRTH: .....  
CITY:.....COUNTRY:.....POSTCODE:.....  
PHONE n°: .....MOB. n°:.....FAX:.....  
EMAIL: .....

### Additional info

Skype .....MySpace/Facebook (or other networks) .....

### Additional info only for students

ISTITUTE (school/academy):.....

COURSE TUTOR :.....

ADDRESS:.....POSTCODE:.....CITY:.....COUNTRY:.....

TEL: .....EMAIL: .....WEBSITE:.....

**In case of selection for the TEXMEDIN DESIGN CHALLENGE I wish to attend the training period at ( one only choice is possible) :**

- Italy: Prato**
- Italy: Carpi**
- France: Lyon**
- Spain: Terrassa**
- Greece: Athens**

I hereby declare to have read the complete version of the proclamation of contest and to accept all the conditions thereby described.

I declare to be aware that all materials I will produce for TEXMEDIN Project will be used by the TEXMEDIN project for the time of project activities exclusively for promotional and communication purposes.

I hereby authorize TEXMEDIN Project Partners to the use of my personal data, provided that:  
- they will be treated in accordance with the principles of fairness, transparency and protection of confidentiality according to the current national legislation of TEXMEDIN Partner countries;  
- they will be used exclusively for internal communication strictly connected to the implementation of project activities.

DATE

SIGNATURE

\_\_\_\_\_

\_\_\_\_\_