



INVITATION to participate in the BALTIC FASHION AWARD 2012

Objective

The BALTIC FASHION AWARD is an international design contest for creative fashion collections from the Baltic Sea region. Outstanding performances with their own individual style in the world of vogue are honoured. All fashion designers with a completed apprenticeship or several years' professional experience, who were born and live or work in Scandinavia and the other Baltic Sea satellite states (Denmark, Norway, Iceland, Sweden, Finland, Russia, Estonia, Lithuania, Latvia, Poland, Germany) are eligible to compete for the prize.

Thanks to the expansion of the EU, the Baltic Sea region is becoming more and more close knit. New opportunities are springing up to build bridges between north, east and central Europe over the connective element of the Baltic Sea and beyond.

With its emphasis on the cultural variety in the Baltic Sea region, the BALTIC FASHION AWARD is intended to draw attention to this important economic and cultural circle, rich in tradition, in the whole of Europe and even further afield.

Fashion, when used as an entity between economy and culture is a medium which lends identity, brings central themes into sharp focus and engenders a high level of positive feeling and image transfer, as well as a considerable interest, both domestic and worldwide in nature. With the BALTIC FASHION AWARD, the creators of many diverse fashion directions from the Baltic Sea region have the chance to measure themselves against each other in competition and to advance to the point of having a uniquely unmistakable image in the international arena.



Awards

The BALTIC FASHION AWARD has taken place in the “3 Kaiserbäder” (“3 Imperial Seaside Resorts”) on the Isle of Usedom since 2002. In 2010, three prizes will be awarded for the best collection, endowed and awarded by the company of the host and event organisers: Eigenbetrieb Kaiserbäder Insel Usedom, by the Ministry of Education for the Federal State of Mecklenburg- Western Pomerania and last but not least by the Ministry of Economy of the State of Mecklenburg- Western Pomerania.

For all awards there are on offer all in all a bounty of 22.500 Euros. The three prizes are evaluated such as follows:

1. prize with 10.000 Euro
2. prize with 7.500 Euro
3. prize with 5.000 Euro

An outstanding collection for women or/and men with a consistent concept in the categories avantgarde, modern couture, experimental, sustainable or dress to wear will be awarded the prize.

The focus of the judging will be the stylistically nuanced composition of a collection is characterized by a strongly convincing and clear style and reflects the zeitgeist.

The following aspects of the collection will be especially observed in the rating: The demanding use of material combinations and accordingly sustainable approaches, the interesting pattern-making and tailoring, the high-quality finish and the harmonious complete image with accessories, thus a gifted usage of silhouettes, cuts, colours and shapes.

A minimum of 12 and a maximum of 14 complete outfits should be presented.



Jury and criteria for judgement

Altogether 7 - 10 jurors from the fashion and textile industry will be appointed to the jury of the BALTIC FASHION AWARD by the organisers in conjunction with the Ministry for Economy, Employment and Tourism from the Federal State of Mecklenburg-Western Pomerania.

Out of all competitors whose collections conform to the conditions of entry, the members of the jury will nominate the best **8 – 10** designers that will be considered to win the award.

The jury sitting will be held in December 2011 and the announcement of the nominees for the gala in April on the Isle of Usedom will take place within the framework of a nomination gala in Berlin in January 2012 during the Berlin Fashion Week in Berlin.

The following criteria form the basis for the award of prizes:

- authenticity and originality
- design conception and quality
- choice of material and construction of cut
- technical and creative realisation
- complete stylistic interpretation
- a presentation appropriate to the collection

These criteria can be emphasised or also expanded at the discretion of the jury. Likewise the categories can, also at the jury's discretion, be adapted or differently weighted depending on the prevailing situation.

The jurors can consult independent specialists in preparation for their decision. Such consultations must be only advisory in form and those consulted have no voting rights. The jurors arrive at their decision by a simple majority vote.

The verdict for the BALTIC FASHION AWARD will be announced at the prize ceremony during the fashion gala on Saturday the **21st April 2012**. The jury's decision is final and legal recourse is expressly excluded.



Conditions of participation for competitors

Participation is open to all fashion designers with acknowledged qualifications from accredited technical colleges of fashion or art, or those who have accrued several years' professional experience in the field of fashion. Interested parties can compete in any one of the three categories announced. The overall quality of the effort should be defined by an innovative, internationally relevant design. Only current collections will be considered.

Applications must incorporate the following:

- application form
- exposé - brief description of the collection with images, page in size A4
- detailed curriculum vitae (CV) with portrait photo
- image-text documentation of the collection with design concept
- suggested materials and proposed fabrics
- reproducible digital image material, suitable for publication
- validation documentation of the individual style via reproductions of previous collections
- prepaid envelope or return receipt

The documents of application are to be handed in or sent punctually and in due form by **30th November 2011 (posting date applies)** to:

Büro Berlin von USEDOM BALTIC FASHION
c/o Acksteiner Events GmbH & Co. KG
Rungestraße 19
D- 10179 Berlin
Tel. +49 (0) 30 / 28 48 78 38
Fax +49 (0) 30 / 28 48 78 31
pm@usedom-baltic-fashion.de



No charges will be levied for the participation in the contest. The submission of the application documents constitutes acceptance of the terms and conditions of participation, as detailed in this announcement, on the part of the competitor.

All handling and insurance costs for the collections are to be borne by the individual competitor. The organisers accept absolutely no liability for the collections after their having been lodged with the contest authorities. After the decision of the jury, the collections will be retained for consultation purposes until the close of the contest in April 2012 and only then can their return be arranged.

Additional conditions of participation for nominees

The nominated designers will be personally informed following the decision of the jury and also invited to the official public announcement of the nominations in Berlin in January 2012. Until this press-conference, nominees are duty bound to observe an absolute code of silence. Upon being nominated, the designers undertake the responsibility and duty for the production of all parts of their collection by 16th April 2012, ready for the gala presentation.

The nominees undertake to make two outfits from the relevant collection available free of charge for publicity and photo-shoots as of the 19th March 2012.

Suggestions for music, styling and proposed footwear for the gala must be handed in by 23rd March 2012 at the very latest. These suggestions will have no effect on the judgement. The organisers can offer no guarantee regarding footwear; the nominees themselves are responsible for this. In the interest of the dramaturgy of the event the organiser is not bound to these suggestions. The decision is to be made by the Art Director.

The exhibits for contest are to be delivered to the following address by the **16th April 2012**:

Maritim Hotel Kaiserhof Heringsdorf

Produktionsbüro BFA

Strandpromenade

D- 17424 Seebad Heringsdorf

Germany

Tel. +49 (0) 383 78 / 65 – 0

Fax +49 (0) 383 78 / 65 – 65



The organisers of the BALTIC FASHION AWARD will accept the costs for 2 persons per nomination (accommodation and half board without drinks) in the time from the 17th to the 22nd April 2012, as well as the travel costs to and from the location, by prior arrangement with said organisers. Other costs (mini-bar, cycle rental, wellness etc.) must be met by the nominees and the people accompanying them in their own right.

The collections of the nominees are to be picked up immediately one day after the gala (22nd April 2012) unless an agreement to the contrary has been previously made.

The organisers of the BALTIC FASHION AWARD will ensure a professional presentation of the nominated collections and designers within the scope of the presentation and prize-giving gala and for the convening of the jury. No charges will be levied for these facilities.

Contest procedure

The contest procedure comprises:

1. The announcement from the organisers and host company Kaiserbäder Insel Usedom (on the Internet as of September 2011).
2. The entries of interested parties via the lodging of their registration documents including a comprehensive and meaningful depiction of the collection-concept using, among other media, images, sketches and portfolios but no completed elements of the collection (by 30th November 2011).
3. The sitting and decision of the jury regarding the nomination of the 8 - 10 best entries for the gala (in December 2011).
4. Announcement of the nominations and handing over of the nomination-certificate (in January 2012).
5. Handing over/delivery of two complete outfits (19th March 2012).
6. Handing in of suggestions for music, styling and shoes (23rd March 2012).
7. Fashion gala BALTIC FASHION AWARD (20th / 21st April 2012).
8. Decision of the jury as to the awards (21st April 2012).



Presentation and Award Ceremony

All nominees will present their fashion collections at the main event of the BALTIC FASHION AWARD, the fashion gala on 20th and 21st April 2012 in the seaside resort of Heringsdorf on the Isle of Usedom. Within the scope of these events before the public, specialists, media representatives and the jury, the prize winners of the BALTIC FASHION AWARD in the respective categories will be determined and announced.

In addition to the AWARDS, an **audience prize** will be bestowed. The audience of the gala will vote by written ballot on the best effort of all contributions to the gala.

After the AWARD, those fashion collections honoured with the BALTIC FASHION AWARD will be presented at further events within Mecklenburg- Western Pomerania, Germany and the participating countries.

Publication and PR

The contest participants agree to public reporting of the collection by the organisers of the BALTIC FASHION AWARD and USEDOM BALTIC FASHION, including the publication of picture images of all kinds. Furthermore they agree to make available the exhibits and associated documents and images for any and every PR and advertising campaign, as well as presentations and events, this without time restriction, at no cost and without claiming any rights regarding these activities.

The nominated works must be made available for the entire presentation of the BALTIC FASHION AWARD in April 2012.

At the same time the nominees commit themselves in the event of their successful, prize-winning participation at the AWARD, to make themselves and their collections available for publications and further events for up to one year after the conclusion of the fashion gala.

Participants have no right to make legal claims for publication.

The copyright for picture, sound and other recordings within the BALTIC FASHION AWARD remains at all times the property of the organisers/organising agency.



Contact

All enquiries concerning the BALTIC FASHION AWARD should be addressed to:

Büro Berlin von USEDOM BALTIC FASHION
c/o Acksteiner Events GmbH & Co. KG
Rungestraße 19
D- 10179 Berlin
Tel. +49 (0) 30 / 28 48 78 38
Fax +49 (0) 30 / 28 48 78 31

Director: **Dr. Friedhelm Acksteiner**
ceo@usedom-baltic-fashion.de

Art Director: **Andrej Subarew**
ad@usedom-baltic-fashion.de

Project Manager: **Nicole Acksteiner**
pm@usedom-baltic-fashion.de