

PMQ

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Smart Fashion Runway 2018
canvas of the night sky
OPEN CALL

— **For Fashion Designers** —

Submission Deadline: 22 June, 2018 18:00 (HKT)

<http://sfr.pmq.org.hk>



Smart Fashion Runway Edition 2: Call for Fashion Designers

ABOUT SMART FASHION RUNWAY

Smart Fashion Runway is a creative programme initiated in 2016 by PMQ and sponsored by CreateHK. It is a platform for Hong Kong fashion designers to showcase their talents, through engaging them in innovations and new trends, to industry experts and the general public.

The first edition "Material Translation" explored the intricate relationship between fashion design and smart textiles.

ABOUT SMART FASHION RUNWAY EDITION 2

THEME

"Canvas of the Night Sky" – The fantasia of a fallen gentleman on a cold bitter night.

FOREWORD BY THE CURATOR, SHIN WONG

In the world of instant gratification and digital culture we live in, it is essential to communicate and connect with your audience through different disciplines of arts to strategically create and enhance one's brand personality and viewer's perception, especially in the evermore competitive fashion arena.

PMQ aims to bring attention to the experimentation and potentials of the perfect integration between fashion and visual experience through this fashion initiative.

Inspired by the 1900s poem, "The Embankment", by T. E. Hulme, the theme for Smart Fashion Runway Edition 2 is "Canvas of the Night Sky" – The fantasia of a fallen gentleman on a cold bitter night.

We hope to indulge viewers with a unique experience: unlike any other conventional fashion runway settings, twenty designers from both disciplines (fashion and visual design) will pair up and join force to create a one-of-a-kind showpiece and experience, demonstrating their personalities, aesthetics, craftsmanship and most of all their creativity.

PMQ Management Co. Ltd.

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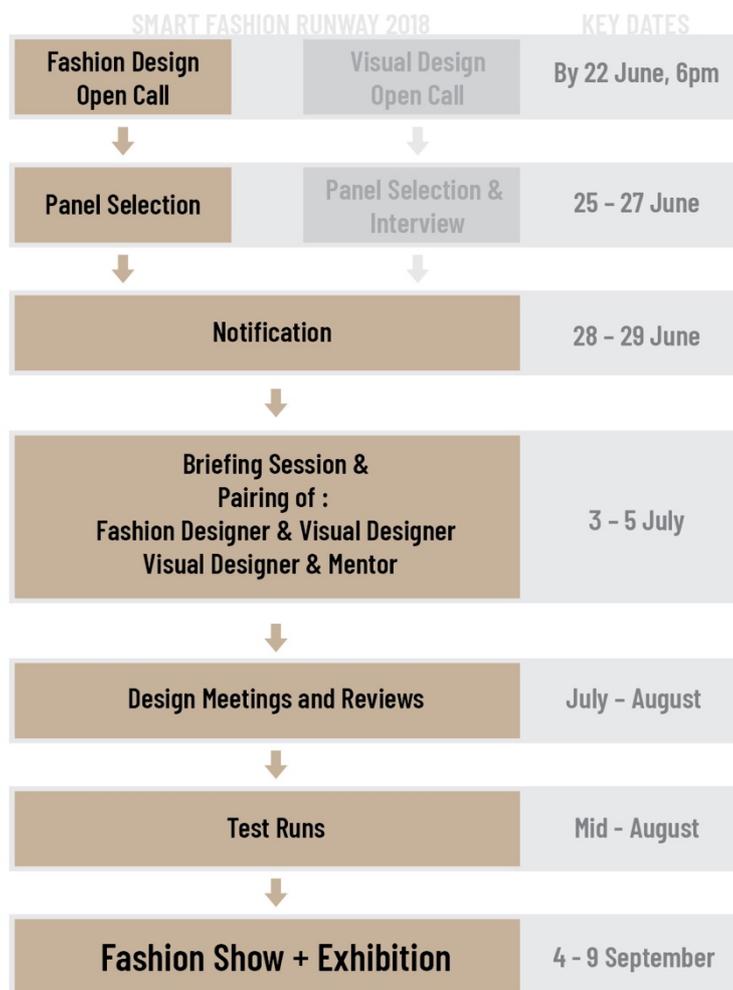
EVENT OVERVIEW

Edition 2, themed: “Canvas of the Night Sky”, explores the partnership and potential interactions between designers from fashion and visual communication design disciplines.

Through open call, 10 local fashion designers and 10 visual designers will be selected by our professional panels of judges. Each fashion designer will pair up with a visual designer, who will be mentored by an industry professional throughout the process, to create an outfit with head-to-toe styling, and its own complementary visual experience to present on stage.

A renowned Hong Kong female pop artiste will also attend the runway event to select one of the showpieces for her upcoming public event. All the final showpieces will be presented in a public exhibition after the show, followed by a series of design talks.

IMPORTANT DATES





ELIGIBILITY - FASHION DESIGN

This event is open to Hong Kong fashion designers or Hong Kong fashion brands that have minimum 2 years' professional fashion design experience. Each designer or brand may submit ONE application and shall be considered as an "Applicant" hereinafter.

APPLICATION SUBMISSION

Applicants must submit the following **on or before 22 June, 2018 18:00** to sfr@pmq.org.hk. Please indicate "Application for SFR2 - Fashion Designers" in email title. Late or incomplete submission may not be considered.

DOCUMENT SUBMISSION

1. A completed and signed entry form

- Applicants can apply as an individual or a brand

2. Sketch of proposed outfit and brief statement

- Content: 1 to 2 preliminary sketches of the proposed outfit inspired by the theme
- A brief statement of rationale and thoughts behind the proposed idea (maximum 200 words)
- Format: .jpeg/ .jpg with at least 150 dpi
- If the files are greater than 5MB, please upload to cloud storage and attach the accessible download link(s)

3. A portfolio and biography

- No more than 15 pages in A4-size in PDF format
- If the files are greater than 5MB, please upload to cloud storage and attach the accessible download link(s)

Please note that:

(1) If the total email size exceeds 5MB, it may cause incomplete and failed delivery. Please upload the files to cloud storage and attach the accessible download link(s).

(2) Applicants will receive an email confirmation of the receipt of their application.

GRANT

Each of the 10 selected Applicants, regardless of the number of individuals in the brand, will receive a sponsorship of up to HK\$30,000 for production of ONE showpiece, including footwear and any headgear.



PANEL OF JUDGES - FASHION DESIGN

10 Finalists will be selected by a panel of judges that includes fashion industry experts. They are:

Godfrey Kwan, co-founder and creative director of **fingercroxx** and **underground**

Gavin So, celebrity stylist, head of creative visual of **Joyce Boutique**

Hilary Tsui, fashion icon, co-founder of **Liger**

Shin Wong, fashion and art curator

Kev Yiu, fashion designer, co-founder of **KEVOLIE**

Plus William To, Executive Director of PMQ.

Applications will be evaluated on:

- Understanding and interpretation of the theme
- Originality and creativity
- Previous experience
- Visual effect/ stage presence of the outfit
- Other factors to ensure the presentation quality

Decision of the panel is final.



Entry form - Fashion designers

報名表格 - 時裝設計師

Name (English) 姓名 (英文)	
Name (Chinese) 姓名 (中文)	
Date of birth (YYYY/MM/DD) 出生日期 (年/月/日)	
Hong Kong ID card number/ Business registration number 香港身份證號碼/ 商業登記號碼	
Contact number 聯絡電話	
Contact email 電郵	
Address 地址	

Brand name (if any) 品牌名稱 (如有)	
Website (if any) 網站 (如有)	
Facebook (if any) (如有)	
Instagram (if any) (如有)	@

Biography (Maximum 200 words) 自我介紹 (不多於 200 字)	
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Please list the name(s) and details of any fashion design competition or exhibition you have participated in the past 5 years:

請列出過去 5 年你曾參與的時裝設計比賽或展覽的名稱及細節：

- 1.
- 2.
- 3.
- 4.
- 5.

Please attach 請附上：

- Sketch of proposed outfit and brief statement 服裝設計草圖及理念
- A portfolio and biography 個人或品牌履歷及作品集



TERMS & CONDITIONS

RULES AND REGULATIONS

1. All works submitted must be original and created entirely by the Applicant(s). Applicant(s) should ensure their works have not yet been seen in public.
2. All identification documents are for the purpose of entry eligibility verification solely. All documents will be destroyed subsequently.
3. Applications that are not submitted as required or late or incomplete may not be considered by Smart Fashion Runway's panel of judges. It is the responsibility of Applicants to ensure proper delivery of all required material and documents.
4. After the panel selection, shortlisted Applicants will be contacted by phone and email for the "introduction and briefing session".
5. Due to the collaborative nature of the project, any confirmed Finalist's withdrawal will deprive his/her partner's participation. Once the Finalists are confirmed, withdrawal is not allowed except in extenuating circumstances.
6. Finalists must attend design reviews, test runs and rehearsals.

DISCLAIMERS

7. By signing and submitting this application, you are agreeing to all of the terms and conditions.
8. The final decisions are reserved by PMQ Management Co. Ltd (the "Organiser").
9. Chinese version of the terms and conditions of entry is for reference only. In the case of discrepancies, the English version shall prevail over the Chinese version.

INTELLECTUAL PROPERTY

10. All Applicants must be the sole and exclusive owner of the copyright in the application. Applications should not infringe any rights of any third party.
11. The Organiser shall not be responsible whether directly or indirectly for any liability arising whatsoever or howsoever from any violation of any copyright laws. Applicants agree and undertake to accept and be responsible for all such liability arising therefrom. For details about the Copyright Ordinance (Chapter 528), please visit <https://www.elegislation.gov.hk/hk/cap528>

DECLARATION

By participating in "Smart Fashion Runway Edition 2: Canvas of the Night Sky", I hereby agree and understand the Terms and Conditions.

I authorise the Organiser to disclose, publish and/or print web data, photos, videos and anything else related to the project or any related exhibitions, and specifically in relation to the showcased object and consent to the processing of personal data.

NAME _____

SIGNATURE/
COMPANY CHOP _____

DATE _____