

PMQ

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Smart Fashion Runway 2018
canvas of the night sky
OPEN CALL

— **For Visual Designers** —

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

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



Smart Fashion Runway Edition 2: Call for Visual 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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sfr@pmq.org.hk | <http://sfr.pmq.org.hk>



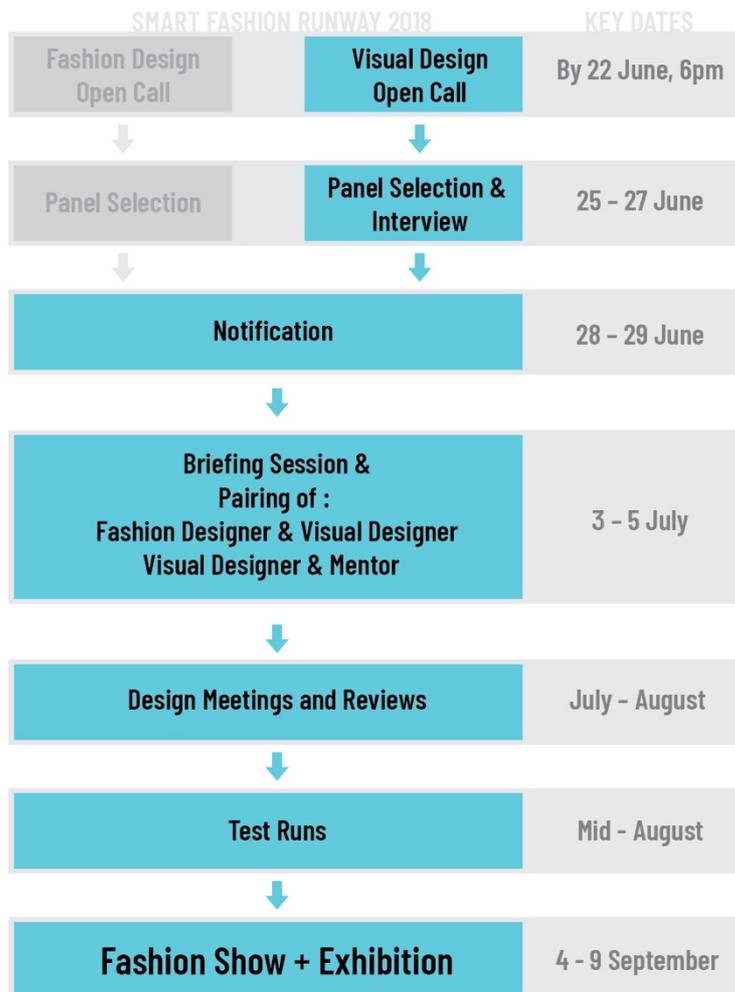
EVENT OVERVIEW

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 - VISUAL DESIGN

- A. This event is open to Hong Kong ID card holders with 3 years or less professional visual design experience or who are studying visual design or related disciplines.
- B. Group applications are permitted so long as all individuals within the group meet the requirements in (A) above.

APPLICATION SUBMISSION

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

DOCUMENT SUBMISSION

1. A completed and signed entry form

- Group application within five members is permitted and regarded as ONE entry
- Each individual in a group application should complete a separate form and submit all the forms in a single email

2. A brief proposal of the intended concept

- To produce a visual design, based on the theme, for the 1-minute runway segment of the fashion show. The proposed design can be in all forms and media (e.g. photography, lighting installation, projection design etc.)
- Proposal does not need to be fully-formed at the application stage but should demonstrate clear concept and viability
- Format: No more than 3 pages in A4 size pdf format
- Any images, drawings or videos that supplement your proposal
- If the files are greater than 5MB, please upload to cloud storage and attach the accessible download link(s)
- Each entry should submit one proposal only

3. A portfolio and biography

- No more than 15 pages in A4-size 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 or 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.
- (3) SFR team may invite Applicants to attend interviews on a selective basis.

GRANT

Each Finalist, regardless of the number of individuals in the application, will receive a sponsorship of up to HK\$30,000 for the production.

PANEL OF JUDGES - VISUAL DESIGN

10 entries from the open-call applications will be selected by a panel of judges that includes 5 industry experts, they are:



Mo Chan & WY Chan, director and founder of **YAMANYAMO**

Chris Cheung, new media artist, co-founder of **XCEED**

Chu Fung, multimedia visual artist, creative director of **Visual Tailors**

Wing Shya, photographer, director, founder of **Shya-La-La**

Mun Wong, award-winning independent designer & art director

Plus William To, Executive Director of PMQ, and Shin Wong, Curator of Smart Fashion Runway.

Applications will be evaluated on:

- Aesthetic
- Originality and Creativity
- Feasibility
- Knowledge of the demands of stage performance
- Other factors to ensure the presentation quality

Decision of the panel is final.

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Entry form - Visual designers

報名表格 - 視覺設計師

Entry format 參加形式

Individual 個人

Group 組合 (Group name 組別名稱 : _____)

*Each individual in a group application should complete a separate form and submit all the forms in a single email.

*若以組別形式參加，則最多五位成員。每位成員均須填寫申請表格，並在同一封電郵寄出。

Name (English) 姓名 (英文)	
Name (Chinese) 姓名 (中文)	
Date of birth 出生日期 (年/月/日)	
Hong Kong ID card number 香港身份證號碼	
Institution/ Company name 學校/公司名稱	
Faculty 學院	
Major 主修科目	
Year 年級	
Contact number 聯絡電話	
Contact email 電郵	
Address 地址	
Website (if any) 網站 (如有)	
Facebook (if any) (如有)	
Instagram (if any) (如有)	@

Please attach 請附上：

- A brief proposal of the intended concept 一份有關創作概念的計劃書
- A portfolio and biography 個人履歷及作品

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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 _____

DATE _____