

SOMETIMES RETURN *Fashion cycles*

COMPETITION FOR YOUNG FASHION DESIGNERS

Creazione e Immagine, a cultural association with headquarters in Cosenza, presents the **27th edition** of **Moda Movie**, the **festival** born in 1997 from the idea of celebrating and deepening the relationship between the world of Fashion, Cinema and Arts.

As part of the festival there is a **competition for young fashion designers** that aims to **valorize** and **promote** the **emerging talents** of the fashion world and give them a chance to **compare, training, professional growth** and **visibility**.

For each edition of the festival is identified a **theme of interest** to which are addressed the call for competition for fashion designers, the activities related to the cinema, as well as all the different collateral events that make up the entire event.

Fashion, as we know, is not only clothing: it is a language, which works as a set of signs linked to the historical, geographical and economic context. Radicalizing, it guess could say that fashion has as its main aim the realization of a paradox: to be oneself and unique and at the same time to demonstrate belonging to a specific group or social class.

The German sociologist Georg Simmel states in his 1910 essay "Fashion": Fashion is the imitation of a given model and satisfies the need for social backing [...]. But nevertheless it satisfies the need for difference, the tendency to differentiation, to variation, to stand out». And again: [...] has the characteristic charm of the border, of the novelty and at the same time of the caducity. [...] Fashion is simultaneously being and not being, it is always on the watershed of past and future and gives us such a strong feeling of the present as few other phenomena can give us».

Fashion, therefore, is characterized by changes: is transient during the short period, while in the long term we witness a cyclical return of past fashions.

By constantly renewing itself, fashion is enriched by cross-references: an elegant dress with a sporty fabric, a male dress with a feminine fabric, a sports footwear made with luxury materials, a technological detail in an evening dress. It works rediscovering and reinterpreting clothes and eras, proposing the use of garments with new functions, translating shapes and contents, **with a gaze that lingers on the past but is projected towards the future**.

So what could be the source and inspiration for a new trend today that takes into account the heritage of that extraordinary cultural, social and economic phenomenon that is fashion?

To the participants in the contest we ask to be interpreters of their time by proposing clothing models that, while referring to a certain historical period or a particular style, contain an element of creativity and sartorial inspiration that makes them current, innovative and original. Citations, both historical and stylistic, must be highlighted and justified.



CONTEST PARTICIPATION TERMS:

- The competition is addressed to: young designer graduates and/ or students at Higher Schools, public or private, of design, fashion and modeling, academies, fashion universities and professional schools.
- The competition is reserved for those **born after 1 January 1993**.
- The application for the competition must be submitted exclusively through the procedures provided for in this notice, in which you will find all the useful information.
- To participate in the competition you will need to send - **BY POST, COURIER OR HAND DELIVERY** to **Associazione Creazione e Immagine, Via Panebianco 600 - 87100 Cosenza (Italy)** - the following paper materials:
 1. **Four models** proposed in the form of **paper sketches (A4 format, measures 21x30, on white background)**. On the back of each sketch the following information must be provided: the **progressive number of the sketches, first and last name, address, telephone number, e-mail of the candidate**.
 2. Detailed **technical sheet** relating to the sketches, **containing all the characteristics of the fabrics, any needlework** and any other useful detail.
 3. **Application form**, attached to this notice, completed in all its parts.
 4. **Curriculum vitae** of the candidate.
 5. **A description of the inspiration** for the creation of the sketches (up to 500 characters long).
 6. **Permission to participate signed by the parents or by those who replace them** (only for competitors who had not reached the age of majority at the date of shipment of the application).
 7. **Legible copy of the payment of EUR 10.00** (flat-rate reimbursement of secretarial expenses) to be credited to the account holder: **Associazione Creazione e Immagine - IBAN: IT94Y070628088100000002132 BCC Mediocrafi, via Kennedy – Rende (CS)**.
- **All the requested material must be received no later than March 6, 2023 (THE POSTMARK WILL NOT BE VALID).**
- Materials that are incomplete or not in compliance with this notice of participation will not be taken into account and will be automatically excluded from the competition.
- The material sent will not be returned.
- A special **examining committee**, appointed by the Creazione e Immagine Association, **will select on Monday 13th March 2023 (at its sole discretion) 2 sketches for 15 among the participating fashion designers**, who will enter the **final phase of the competition** and will be able to show their creations during the final evening of the Festival that will be held on 12th June 2023 (and will always be held in full compliance with the current anti-contagion rules and future ministerial guidelines regarding the prevention of the epidemic from Covid-19). The selection of 3 reserves is also foreseen.
- **The names of the finalists of the competition will be published on the website www.modamovie.it by 20th March 2023.**
- The 15 fashion designers selected must send by **e-mail** (exclusively to the e-mail address **concorsomodamovie@gmail.com**):

- **no later than 26th April 2023**

1. **Legible copy of the payment of EUR 100.00** (flat rate for the final phase of the project) made to the account holder: **Associazione Creazione e Immagine:**
IBAN: IT94Y0706280881000000002132 BCC Mediocrati, via Kennedy – Rende (CS).
2. **A photograph of the candidate** (only in jpg format, with a size not less than 1500x1000 pixels and not more than 3500x3000 pixels).
3. **A brief descriptive text of the two clothes made** (exclusively in Microsoft Word format and with a maximum size of 500 characters).

- **no later than 15 May 2023**

A brief video presentation of the work done for the realization of the garments, maximum duration of 1 minute, to be sent via Whatsapp to the number +39 320.2740001. A video made with a mobile phone will be enough. The important thing is that some significant moments of the sartorial work carried out will be present in it.

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- **The finalists selected will have to manufacture the two garments chosen by the commission** among those proposed, **at their own expenses**, faithfully respecting the sketches sent and paying the full attention to the finishes. It is advisable to refer, in the realization of the clothes, to a **size 42**. The number of shoes (to be provided by the participant) must be **39/40**.
 - The garments will have to be **stored in two individual special cases** (each with a **photo identification of the dress, name and telephone number of the candidate**) and delivered according to the indications that will be later communicated.
 - Models, location, makeup and hairstylists, equipments and service for the gala evening will be prepared and made available by the organization.
 - Creazione e Immagine Association reserves the right **to use and diffuse the images of the garments made** and the material presented by the individual candidates, exclusively for **promotional purposes**.
 - The winners of the twenty-seventh edition of Moda Movie will be decreed, by a **jury of experts, during the final evening of the festival**.
 - The **winning dresses** will also receive **considerable visibility** after the event, as they will be displayed in some shop windows along the **M.A.B.**, the open-air museum in the city center of Cosenza, thanks to **Mod'Art Open Air**, an event related to the competition. It will be organization's care, at the end of the exhibition, to pick up the clothes and send them back to the participants, with shipment to be paid by the sender.
 - All finalists will be required to participate to the **Specialization Workshop** and all the different events (training, conferences, exhibitions, cinema) that will take place during the two final days of the festival, whose dates will be communicated later (**a certificate of participation will be issued**).
 - The finalists will also have the right to **hospitality in a hotel accredited to the organization for the final two nights of the festival (11th and 12th June 2023)**.

- The organizing committee declines any responsibility for any type of accident or damage that may occur to all participants during the course of the festival.
- After the event, the 15 finalists (and the 3 reserves) could be inserted in the circuit of events called **Trame di Moda**, a series of fashion shows that take place in different regions of Italy, to promote their image. Participants are asked to communicate their willingness to participate.
- Trainees are also asked to **confirm their adherence to the internship** that will be awarded to them.
- During the festival, special photo shoots will be made that will be diffused, exclusively for promotional purposes, through our website and our social channels. Competitors who wish to take personalized shots can contact the professional photographers accredited.

AWARDS

First Prize:

- **Moda Movie Trophy** made by a famous goldsmith artist
- **Scholarship of € 1.000,00**
- **Internship** offered by an important fashion company
- **MM Gift Bag** containing precious fabrics and products offered by sponsors

Second and Third Prize:

- **Internship** offered by prestigious fashion companies
- **MM Gift Bag** containing precious fabrics and products offered by sponsors

Junior Jury Award:

- **Internship** offered by a prestigious fashion company
- **MM Gift Bag** containing precious fabrics and products offered by sponsors

Other **internships** will also be assigned, still under definition.

Any clarification and information:

Organizing secretary **Associazione Creazione e Immagine** - phone **+39 320.2740001** from **Monday to Friday from 9:30 to 12:30**, e-mail concorsomodamovie@gmail.com, website www.modamovie.it



MODA MOVIE 2023 – 27th edition

**APPLICATION FORM
(TO BE COMPLETED IN BLOCK LETTERS ONLY)**

Personal Data:

Last Name _____ Firts Name: _____

Gender: M F Date of birth: _____

Birthplace: _____ Citizenship: _____

Residence: Street: _____ Nr. _____ Postcode: _____

City: _____ Province: _____ State: _____

Phone: _____ E-mail: _____

The undersigned **asks** to be enrolled in the "**Competition for young designers**" - 27th edition **Moda Movie** that will take place in **Cosenza, in June 2023**.

*I **declare** that I have read and accept the rules contained in the competition notice and I authorize the processing of my personal data. I **also declare** that what I made is original work of which I guarantee full availability and I undertake to give to the Competition Notifying Body the right to use the project material delivered by me for communications and publications related to the promotion or documentation of the competition or in any other subsequent events.*

PLACE AND DATE _____

SIGNATURE _____

*The undersigned, _____, as parent of the participant _____

I AUTHORIZE my son/daughter to participate in the Moda Movie 2023 competition. I also declare that I have been made aware of the ways in which this initiative will conduct.

SIGNATURE (BY ONE OF THE PARENTS OR THOSE ACTING FOR THEM)

* only for competitors who have not reached the age of majority on the date of shipment of the application