



DATES:

Friday 9 August, 2019 - Preliminary Judging and Designer Showcase.
Saturday 10 August, 2019 - Finalist Rehearsals and Public Show.

VENUE:

Peak Vision Church, 568 Te Mata Mangateretere Road, Havelock North.

ENTRY:

Entry is FREE and open to aspiring and experienced designers aged 5 upwards.
Enter online at www.ediblefashionawards.co.nz from Wednesday 1 May, 2019.

DEADLINES:

The deadline to register your entry is **Friday 14 June, 2019** (no late registrations will be accepted). You can continue to work on your entry until the event on 9 August!
Final design descriptions must be submitted by **Friday 26 July, 2019** (no late submissions will be accepted).

THEME:

Designs must reflect the 2019 theme - "WILD".
This year we've also created sub-themes to inspire designers in each age group, but in the spirit of inspiration, you are not limited to the sub-themes - if you have a fantastic WILD-inspired design that doesn't fit the sub-theme for your age group, we say go for it anyway - take a walk on the wild side... your wild side.

CATEGORIES:

Designers should enter their Age Group Category and may also enter the Jewellery & Accessory and/or the Keep Hastings Beautiful Open Category with the same design.
Designers, who do not wish to enter a full design may enter a jewellery and/or accessory only item into the Jewellery & Accessory Open Category.

Age Group Categories

Nurture Designer (Years 1-8, with unlimited help from an adult) - "WILD About Colour"
Junior Designer (Years 1-6) - "WILD Creatures"
Intermediate Designer (Years 7-8) - "WILD Habitats"
Senior Designer (Years 9-13, or up to age 17 if not in school) - "WILD Future"
Adult Designer (Age 18 and above) - "WILD Passion"

Open Categories

Jewellery & Accessory Award
Keep Hastings Beautiful Award
Avant-garde Award (judges selection)
Top Model Award (judges selection)
People's Choice Award (public selection)

DESIGN INFORMATION / RULES:

- Designs must be constructed from edible food items, imitation food items or food packaging in any combination - we welcome the pushing of boundaries here.
- Allowance is made for use of a base, but creativity and innovation in using only edible, imitation and packaging materials will be highly regarded.
- We encourage designers to push the boundaries and use surprising materials in unique and interesting ways - essentially, if you have a clever and creative design idea and can make a strong link to food, we'll probably get excited about it. Eg: past entrants have incorporated cutlery, serving dishes, animal products, harakeke, grocery bags, drinking straws, grocery receipts, drink bottle tubing etc.
- New this year is the **Nurture Designer** category - this is to allow for young designers and adults (Mums, Dads, Aunties, Grandparents, cool neighbours, teachers etc.) to work together on a design, with no limit on the amount of adult involvement.
- For the **Junior, Intermediate and Senior Designer** categories, some help from an adult is acceptable, however we expect youth designers to come up with their own design concept and if more than a quarter of the work is completed by an adult, the design must be entered in the Nurture or Adult Designer category. We reserve the right to move a design into either of these categories during Preliminary Judging.
- We reserve the right to limit the number of entries per school if capacity is reached in any category.
- Designs must not exceed 2m in height, 2m in length and 1.5m in width.
- Designers may model their own design or have another person model it for them.
- Judges' decisions are final and no discussions shall be entered into.

JUDGING CRITERIA:

The judging panel will assess designs based on five criteria:

- 1) Artistic Vision - the overall artistic vision and impact of the design.
- 2) Creativity / Originality.
- 3) Reflection of Theme - "WILD".
- 4) Use of "Edible" materials.
- 5) Standard of workmanship.

Additional judging criteria for Open Categories:

- **Jewellery & Accessory Award** - awarded for the most innovative jewellery or accessory item.
- **Keep Hastings Beautiful Award** - awarded for the design that demonstrates the best use of recycled packaging and/or Hawke's Bay grown or manufactured food.
- **Avant-garde Award** - awarded by our judges for a design that is particularly experimental or innovative and pushes boundaries of what is accepted as the norm.
- **Top Model Award** - awarded by our judges to the model, who most embodies confidence and sense of self on the runway.
- **People's Choice Award** - decided by public vote.

SCHEDULE:

- A detailed schedule will be included in the full Entry Pack, available at www.ediblefashionawards.co.nz from Wednesday 1 May, 2019.
- Preliminary Judging and Designer Showcase will take place during the day and evening on Friday 9 August, 2019.
- If you are selected as a finalist for the Public Show, you and your model must also be available during the day and evening on Saturday 10 August, 2019.

CONTACT:

General Enquiries: Kelie Jensen | info@ediblefashionawards.co.nz | 022 108 5696

Teachers / Schools: Keryn Whitney | schools@ediblefashionawards.co.nz | 027 279 6007