



DATES:

Wednesday 11 & Thursday 12 November, 2020 - Preliminary Judging / Designer Showcase
Friday 13 November, 2020 - Finalist Rehearsals and Public Show.

VENUE:

Opera House, Toitohi Hawke's Bay Arts & Events Centre, 101 Hastings Street South, Hastings.

ENTRY:

Entry is FREE and open to aspiring and experienced designers aged 5 upwards.
Enter online at www.ediblefashionawards.co.nz from Saturday 1 August, 2020.

DEADLINES:

The deadline to register your entry is **Friday 18 September, 2020** (no late registrations will be accepted). You can continue to work on your entry until the event in November!
Final design descriptions must be submitted by **Friday 16 October, 2020** (no late submissions will be accepted).

THEME:

Designs must reflect the 2020 theme - "**ART in Motion**".

Our 2020 theme is exciting, inspiring and open to wide interpretation. In a broad sense, *ART in Motion* celebrates what Edible is – the magic of works of wearable art, in motion, on the stage. As a designer, what could *ART in Motion* mean to you?

Art... something that is created with imagination and skill, that expresses important ideas or feelings, that is intended to be appreciated for its beauty or emotional power. Draw inspiration from Art in any of its forms – painting, sculpture, raranga (weaving), toi whakairo (carving), music, literature, dance, theatre, architecture, photography, perhaps even art found all around us in nature.

Motion... the act or process of moving or a particular action or movement. What words or ideas might inspire your design and how it moves on the stage? Orbit, perpetual, flight, glide, dance, bloom, float, rotation, mechanistic, migration, pulse, twinkle, transform, crusade, robotic, propel, tidal, spin, locomotion, momentum...

How might these two ideas be brought together in your design? Think outside the box, there are no limits, except of course, that your design must be constructed from "Edible" inspired materials.

CATEGORIES:

Designers should enter their Age Group Category and may also enter the Jewellery & Accessory and/or the Keep Hastings Beautiful Open Categories 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 Categories.

Age Group Categories

Nurture Designer (Years 1-8, with unlimited help from an adult)

Junior Designer (Years 1-6)

Intermediate Designer (Years 7-8)

Senior Designer (Years 9-13, or up to age 17 if not in school)

Adult Designer (Age 18 and above)

Open Categories

Jewellery & Accessory Award - Junior (Years 1-8)

Jewellery & Accessory Award - Senior (Years 9-13 and Adult)

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, food by-products, 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 inspired 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 in 2019 and offered again 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.
- Designs must be able to move safely on the stage without assistance. We welcome the pushing of boundaries, but we reserve the right to remove a design from the showcase for Health & Safety reasons - if this situation arises, the decision of our Event Management staff is final. If you are considering using wheels or other attachments as part of your design, please contact us to discuss in advance.
- 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.

OUR HISTORY AND VALUES:

The Edible Fashion Awards celebrates Hawke's Bay – our unique connection to food and our innovative and creative people. The idea of considering food as a design material is what Edible grew from and it's this idea that has resulted in some mind-blowing designs over the years. It's this idea that has also made the event completely unique and wildly different to any other wearable art or fashion event in the country.

Values around accessibility, cultural inclusivity, the sustainability of our planet and healthy eating are very important to us. We love that Edible sparks discussion around some of these issues, particularly with our young people and we want all members of our community to have an opportunity to participate in the event. Designs do not have to cost a lot of money – we encourage designers to think about sourcing recycled materials, or food by-products that might otherwise be wasted or end up in a landfill: previous winning designs have been made from mushroom skins, crayfish shells, fish skins, biodegradable cutlery, harakeke, woven plastic grocery bags, fishing net and egg shells for example. We also encourage designers to draw inspiration from their own diverse cultures and traditions and to design in a way that is aligned with their values – if creating or modelling a garment made from food is not aligned, there are many other options.

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 - "*ART in Motion*".
- 4) Use of "Edible" inspired 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:

- Preliminary Judging and Designer Showcase will take place on Wednesday 11 and Thursday 12 November, 2020. Designers will only be scheduled to attend on one of these days, depending on their Age Group Category. A detailed schedule for the Wednesday and Thursday will be confirmed in late September, following the registration deadline when we will have information on entry numbers.
- 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 Friday 13 November, 2020.

CONTACT:

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