

## **PRESS RELEASE: 2021 EDIBLE FASHION AWARDS**

November 15, 2021

### **EDIBLE PIVOT HONOURS WORK OF DESIGNERS**

The 2021 Edible Fashion Awards, originally to take place from September 1-3, were postponed to December 6-9 as a result of the August lockdowns. Event organisers have announced further changes to the event in response to the ongoing uncertainty and challenges posed by Covid-19.

Delivery of the 2021 event will go ahead, but will no longer include a public show with a live audience on December 9. With around 70% of the work having already been done this year, including an extensive schools programme delivered across terms 2 & 3, Event Director Kelie Jensen said the most important consideration has been to honour the incredible amount of work that designers have put in, without compromising plans for Edible in 2022 and beyond.

Jensen said feedback from adult versus student designers had been quite different and as a result, the decision has been made to transfer the adult entries to 2022, but to continue with judging this year for all four youth categories. The re-envisioned event will include:

- A new creative photo competition for all designers, judged separately from the main event.
- Judging of approx. 100 designs on December 7 at Toitoti – Hawke’s Bay Arts & Events Centre, followed by a professional photography session and Designer Showcase for invited whānau.
- A high profile People’s Choice Award campaign following the event.
- A two-week exhibition of winning and finalist designs at Hastings Community Arts Centre from 24 January to 5 February.

Hastings Mayor Sandra Hazlehurst, a long-term supporter and patron of the Edible Fashion Awards event, said: *“I applaud the Hastings Art & Culture Trust Management and Board for their commitment to delivering a re-envisioned Edible event this year. Our community, and our young people in particular, need this opportunity to celebrate their incredible creativity and the organisation has found a creative solution to showcasing the work of our young designers in a different way.”*

Jensen said the increased focus on the People’s Choice Award and exhibition actually provides a unique opportunity to raise the profile of the event more broadly. *“It’s a chance for our entire community to engage. The live show is always highly anticipated, but only allows for an audience of around 900. This year we hope hundreds more of our community will be enticed to jump on board with Edible – to vote for their favourite design and to view the inspiring work of our student designers up close.”*

Those who have purchased tickets for the public show on December 9 will be contacted directly by Ticketek. The date for next year’s public show is Friday 26 August with tickets on sale from July.

For questions or further comment, contact Event Director Kelie Jensen on [info@ediblefashionawards.co.nz](mailto:info@ediblefashionawards.co.nz) or 022 108 5696.

***The Edible Fashion Awards is Hawke’s Bay iconic wearable art event, featuring up to 200 edible-inspired designs created by up to 400 designers and culminating each year in a spectacular live showcase of finalist designs on the Opera House stage at Toitoti – Hawke’s Bay Arts & Events Centre.***