



GOMBOLD ÚJRA! CENTRAL EUROPE

FASHION DESIGN COMPETITION

CALL FOR ENTRIES

The Initiator of the competition

The initiator of the competition is Design Terminal Nonprofit Kft. (hereafter referred to as 'the Initiator').

The aim of the competition

The Initiator, responsible for the stimulation of creative industries, calls for entries to the *Gombold Újra! Central Europe* regional design competition, its mission being to encourage young people engaged in creative industries by offering them an opportunity to introduce themselves, by building up new role models and by drawing investors' attention to the business opportunities inherent in fresh talent. The competition is in search of young fashion designers in the region who have outstanding design and entrepreneurial skills and who have the potential to break into international markets leveraging the opportunities the competition's prizes offer.

The subject of the competition

What is the future of fashion? How technology will change the fashion industry? How can we integrate technology into our everyday clothing and lifestyle? What does smart fashion mean? What are the wearable technologies? How the role of the designers will change?

One of the most important topics of the 21st century is the expansion of technology and innovation which also has a profound effect on the ever changing fashion industry. The fourth industrial revolution is happening now, slowly changing the way we look at the clothes we wear. Thus the function of the traditional industries will change.

Fashion is a tool of self-expression but from now on clothing and accessories can not only suit in style, colour or texture but also can feel and answer to its wearer.

Fashion is a sort of international language that could provide a perfect chance to highlight the importance of this subject. It includes such untapped potentials which could make the current fashion industry more sustainable. It helps optimizing waste and creates new alternative textiles and threads which could replace leather, silk or cashmere. Besides advanced usage of 3D printing could slow down the process of design, production and accelerated consumer habits as well.

More and more internationally acknowledged fashion designers and brands have a higher purpose than just material quality and trends. Future fashion brands will be able to collect information and data about consumer habits using Artificial Intelligence. Processing these information helps serving more personalized needs. Many designers are already working on how they can combine new generation devices with comfort and aesthetics.

Outstanding designers, **Iris Van Herpen** and **Danit Peleg** create unique pieces and pushing the limits of fashion design using 3D printing. Last year's **MET ball** theme was the Manus x Machina: Fashion in an Age of Technology which was highlighting the blurred lines between limited edition pieces and mass production. **Chanel** creates its gorgeous garments by using technological background of the highest quality while preserving traditional craftsmanship as well.

Developing technologies are helping to change the functionality of our garments greatly. Portable computers attached onto the body and integrated into our clothing can communicate with the human body and make interactions with the environment quicker. The brand **Under Armour** developed an intelligent textile which cooperates with the human body and regulates its temperature during sports improving the efficiency.

Innovation can amend the whole supply chain. Fashion industry will become a trans-disciplinary sector so we will need a different way of thinking because fashion designers will be designers and developers at the same time. Personalized products and slower consumer habits make customers more conscious.

The subject of Gombold újra! Central Europe 2017 is the integration of technology into the everyday clothing, searching new innovative solutions how can garments or accessories be smart.

The **aim** of Gombold újra! Central Europe 2017 competition is to integrate the various forms and innovative solutions of technology into the regional and international fashion industry and make the audience aware of it. The applicant's task is to choose an inspirational subject in connection with the different sectors of smart fashion and to design technology and innovation themed garments and/or accessories, incorporating that impulse in an indirect way to fit in the newest trends of contemporary fashion.

Suggested fields of inspirations for the applicant:

smart fashion, wearable technologies, robotics, intelligent textiles, virtual reality (VR), artificial intelligence (AI), functionality, silent technologies, 3D printing, etc.

It is important that the source of inspiration can appear both visually and through the production technique and materials.

The main decision-making aspects of the jury are:

- Correspondence with the 2017 fashion trends
- The use(s) of the sources of inspiration
- The indirect interpretation of the chosen source(s)
- The collection's structure (unity)
- The quality of the implementation
- Personal competences of the designer

Categories

The applicants may participate by designing a collection of garments. It includes a collection of five outfits (one outfit may consist of many pieces of clothing) with a runway presence. Of these five outfits, one should be an image-piece representing the essence of the inspirational sources. The other four pieces should be the ready-to-wear continuations of the one image-piece. The five pieces as a whole should create a unique mini-collection representing the applicant's designer skills.

The applicants designing a collection of accessories must apply together with a garment collection. An accessory collection should be consisted of five pieces (footwear, bags, headpieces, jewelry – except for goldsmith works made of precious metals), which as a whole form a unique mini-collection where one among the five pieces is an image-piece representing the essence of the inspirational sources, while the other four pieces are the ready-to-wear continuations of the one image-piece. The five pieces as a whole should create a unique mini-collection representing the applicant's designer skills.

The collections may contain either or both male and female clothes and accessories, depending on choice of the applicant.

Applications may be entered if appropriately attributable to one of the abovementioned categories. Only new designer works that have not been marketed yet will be accepted.

Prizes

Design Visegrad! Award*:

The prizes for best collection respectively*:

A € 10.000 worth business incentive package which contains professional services provided by V4 Connects –Hungarian presidency 2017/2018 of the Visegrad Group and included the followings such as:

- PR and marketing consultation
- Opportunity of introduction in front of an international audience at an optional international showroom or trade show
- Image- and/or lookbook photo-shoot
- Creation of a corporate identity for the winner's brand (logo, business card, etc.)
- Other incentive services for the winner's business

Design Terminal Award*:

This prize will be awarded to Hungarian applicants provided by the Hungarian National Trading House:

- business presentation abroad in 2018
- business consultation

Other sponsorship prizes are in accordance with the sponsorship agreements of the Initiator.

In the second round of the competition, the jury selects to a maximum of 15 applicants who may continue to the next round.** These designs will get the opportunity to be presented at a large-scale fashion show and exhibition on the 15th of October, 2017.*** The applicants will be notified about the jury's decision by e-mail and the results will also be published on the competition's Facebook page.

All collections presented in the fashion show and the exhibition can be used freely by the Initiator for the purpose of promoting and advertising the contest without any geographical limitation for a period of one year after the fashion show.

*The Initiator reserves the right to modify or withdraw the awards.

**The Initiator reserves the right of modification.

***The Initiator reserves the right of modification.

SPECIFICATIONS

Eligible participants

The competition is public and open to all natural or legal persons who can participate individually or as a group.

The mission of the competition is to support the emerging fashion businesses and for this reason any of the following reasons are considered to be a cause of REFUSAL:

- The applicant has more than eight consequent collections;
- The applicant already has an investor;
- The applicant already works with a foreign PR agency;
- The applicant's collections regularly appear in international showroom(s) and trade show(s).

Registration

To enter the competition, the applicants have to register online until **2 August 2017 the latest** on the website <http://mbfw-centraleurope.com/> with the following details:

- Name / Company name
- Place of birth
- Nationality
- Postal address
- Phone number
- Email address
- Brand (if you have)
- Logo (if you have)
- Webpage (if one exists)
- Name of the collection
- Type of the collection: 1. womenswear, 2. menswear, 3. both
- Category: 1. clothing, 2. clothing + accessories

Following registration and uploading the files, the Initiator will send a confirmation e-mail with the documents needed (e.g. verification sheet, copyright statement, consortium statement, consortium agreement) and the application ID that is to be used in the course of the competition.

Deadline

The applications - appropriate for the contest both in terms of format and contents - can be uploaded to <http://mbfw-centraleurope.com/> until **2 August 2017**.

Applications cannot be uploaded past the deadline. The Initiator will not be accepting incomplete and deficient applications.

Documentation

To apply for the competition, participants have to upload documentation in accordance with the following criteria:

Personal documents:

- submission of valid personal details, to be uploaded at registration
- copyright statement (**3 copies, posting deadline: 2 August 2017**)
- consortium statement (**3 copies, posting deadline: 2 August 2017**, in case of an application by more people under one name)

Application documents:

- project name
- description of inspiration (in English, up to 400 characters)
- description of collection (in English, up to 500 characters)
- summary in PDF format (up to max 15 MB), included the followings:
 - inspiration sheets: up to 2 pages
 - illustration sheets: project pages up to 5 pages, 1 page contact image that shows the entire collection at once
 - technical sheets: up to 5 pages, the technical background – colour, material, technology, etc. – must be indicated

COMPETITION AND EVALUATION PROCESS*

The applications will be judged by an international jury of prominent experts invited by the Initiator.

Round 1: registration and design period (5 July – 2 August 2017)

It is a condition of participation to register by the deadline of **2 August, 2017, as it is** for the project uploads. The received applications are evaluated by the competition's jury, who select the collections that may be produced in the next round based on professional criteria. The participants will be informed about the shortlist via e-mail.

Round 2: production period (7 August – 28 September 2017)

The participants who qualify to the second round must produce their collections in accordance with the plans submitted in the 1st Round. From the collections produced, the jury selects those that will be presented at the fashion show. The Initiator informs the participants about the jury's decision by e-mail and also publishes on the Facebook page.

The applicants have the opportunity for personal consultation; the date and method of consultation will be specified by the Initiator subsequently. The Initiator will inform the participants about the exact date and place of delivery of the finished collections and other specifications on the project submission after the 1st Round.

Round 3: fashion show and award ceremony (15 October 2017)

The jury panel will determine the winner among the finalists (up to 15 collections**). The award ceremony takes place as part of a large-scale fashion show.

*The Initiator reserves the right to modify the dates. The production period shall last at least 2 months.

**The Initiator reserves the right of modification.

FURTHER TERMS AND CONDITIONS

Participation in the clothing design competition is free of charge. Entries submitted by Entrants are valid if they undertake to perform the task as set out in the rules of the contest and accept the terms and conditions of the contest as binding on themselves. By submitting the entry, Entrants acknowledge that they recognize the terms and conditions of the contest as binding on themselves. **Each Entrant may only submit one entry in each category.**

If several persons – whether private individuals or legal persons – wish to enter jointly in the contest, the Initiator shall consider such persons as a single entrant. In this case, they shall be obliged to conclude a consortium agreement with each other stating the responsibilities, rights, duties, and liability of each person participating in the consortium, as well as an agreement on copyright issues, and they shall also appoint the person representing the consortium members and acting on behalf of the consortium.

By submitting the entry, the Entrant warrants (also in a separate declaration on copyright) that the entry work submitted does not infringe on the right of any third party and that no rights are held by any third party that would hinder or in any way restrict Initiator's acquisition of rights relative to the entry works. By submitting the entry, Entrant acknowledges that they bear full liability, which Entrant undertakes in a statement forming part of the present call for entries. Entrants agree not to use elements subject to royalty fees when preparing the entry works.

Entrants may only submit their own and original intellectual works as entries. Failure to meet this condition shall result in disqualification of the entry and no eligibility for prizes, or if such fact were to become known following the award of the prize, Entrant shall be obliged to return (hand over) the prize and to provide indemnity for any and all claims brought by any third party due to copyright or industrial property rights infringement or any other legal title vis-à-vis the Initiator.

By submitting the entry documentation, Entrants accept the terms and conditions set out in the call for entries and subject themselves to the decision of the Initiator and the jury. The Initiator may disqualify entries containing data that is false or which does not conform to the requirements relating to form or content.

The Initiator reserves the right to unilaterally declare the contest inconclusive. Initiator authorizes the jury to adjudicate and evaluate the contest entries based on the system of criteria established by the jury, which shall be stated in the call for entries, and to award the prizes as set out in the call for entries. The jury may reserve the right not to award prizes if it finds that the professional standards of the entries received are inadequate, as well as to disqualify any works that in its judgment do not fully conform to the requirements relating to form or content, with such circumstance preventing the evaluation, and to reclassify entry works into other categories if it finds the category chosen by Entrant to be inappropriate.

No appeal may be submitted against the decision of the jury.

Attendance at the fashion show is subject to the participation of Entrant, either in person or via its agent, in the preparations for the display of its collection (dressing, arrangement, etc.). No tax or contribution liabilities shall be due by the winner for the prizes set out in the call for entries.

All rights of the Gombold újra! Central Europe competition's assignment is reserved by Design Terminal Public Benefit Non-Profit Limited Liability Company.

COPYRIGHT AND USER RIGHTS

By submitting the entry documentation, Entrants consent to the use of the entry works submitted (including the mini-collections of entrants who made it into the final) pursuant to Paragraph (5) of Section 37 of Act LXXVI of 1999 for the purpose of promoting and advertising the contest without any geographical limitation for a period of one year after the fashion show exclusively and in a manner transferable to third parties at any time and for any period of time without the obligation of payment of any additional fees, and as such it may publish them, use them at public events (e.g. right of public performance at fashion shows or via internet or television, rights of exhibition), or display them subject to the indication of Entrant's name.

By submitting the entry documentation, Entrants consent to the use of the photos and audiovisual works made of the entry works submitted, as well as other promotion works made thereof, for the purpose of promoting and advertising of the contest without any geographical limitation for an indefinite period exclusively and in a manner exclusively transferable to third parties without the obligation of payment of any additional fees, and as such it may publish them, reproduce them, distribute them, perform or communicate them to the public (e.g. post them on any website) or display them.

With respect to all else, copyrights and industrial property rights related to the contest material shall be due to Entrant with the provision that by submitting the entry Entrant is to provide a right of first refusal and right of prior use to the Initiator for the unique product created as a result of the contest and for the related copyrights, patent rights and other industrial property rights until 15 October, 2018.

By means of reference to Paragraph (6) of Section 526 of the Hungarian Civil Code (Ptk.), the Initiator reminds Entrant and Entrant in turn acknowledges that Initiator disclaims liability for any damage occurring to the objects handed over, save any willful damage or damage caused through grossly negligent behavior. Parties state that the Initiator has previously informed Entrant that no insurance has been taken out for the assets handed over and reminded Entrant to take out an eventual insurance policy to this effect and informed Entrant that the objects handed over will also be delivered in the possession of other persons engaged in the administration of the contest. Entrant and Initiator agree that no liability is borne by the Initiator for any possible damage caused by third parties, whether acting on a mandate by the Initiator or that of any other party.

FURTHER INFORMATION

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Web: <http://mbfw-centraleurope.com/>

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