

## *In bloom*

### *Fashion and cinema between Beauty, Fragility, Rebirth*

#### COMPETITION FOR YOUNG FASHION DESIGNERS

**Creazione e Immagine**, a cultural association with headquarters in Cosenza, presents the **26th 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.

In the historical period we have been living for almost two years, **Moda Movie** has continued its mission of promoting young talents in **Fashion** and **Cinema**. The difficulties linked to the ongoing pandemic have been (and continue to be) many, but the festival has continued to work, in order to recreate that normality that we must never give up to consider distant.

That's why we decided to dedicate the **26th edition** of Moda Movie to the themes of **rebirth** and **blooming**. Concepts strongly necessary for the recovery of a **new life** and to be able to imagine the **future**. A future that, especially after the crises created by the pandemic, will have to be thought with new formulas. It is desirable that these new formulas should also give priority the issues of **environmental sustainability**, for a responsible production and consumption. Because, after blooming and rebirth, the harvest that will come will depend on how we sowed.

**The designers who will take part in the contest must therefore be inspired by the themes of rebirth and blooming as metaphors of the resumption of life, telling in clothes and accessories the suggestions that this theme will propose to their creativity. Starting from these suggestions we ask the competitors to create garments that can become a symbol of rebirth characterized, not least, by the attention to details that have always distinguished the competition.**

**The colors from which to draw inspiration can be those of the flowers typical of spring: the lilac of the wisteria, the yellow, the pink and the red of roses and wildflowers, Paisley fantasies and floral patterns, as well as all the shades of green of the fields.**

#### **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 1992**.
- The application for the competition must be submitted exclusively through the procedures provided for in this notice.
- To participate in the competition you will need to send - **BY POST, COURIER OR HAND**



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**DELIVERY** to **Associazione Creazione e Immagine, Via Panebianco 600 - 87100 Cosenza** - 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: IT94 Y070 6280 8810 0000 0002132 BANCA BCC Mediocrati, via Kennedy - Rende (CS)**.

➤ **All the requested material must be received no later than March 3, 2022 (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 (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 13 June 2022 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](http://www.modamovie.it) by 21 March 2022.**

➤ The 15 fashion designers selected must send by **e-mail** (exclusively to the e-mail address [concorsomodamovie@gmail.com](mailto:concorsomodamovie@gmail.com)):

- **no later than 26 April 2022**

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: IT94 Y070 6280 8810 0000 0002132 BANCA 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



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a maximum size of 500 characters).

- **no later than 16 May 2022**

**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.

➤ **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-sixth 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 (**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 (12 and 13 June 2022)**.

➤ 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 prestigious fashion companies
- **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 prestigious fashion companies
- **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](mailto:concorsomodamovie@gmail.com), website [www.modamovie.it](http://www.modamovie.it)



**MODA MOVIE 2022 – 26<sup>th</sup> 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**" - 26th edition **Moda Movie** that will take place in **Cosenza**, in **June 2022**.

*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 2022 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