

MODA MOVIE 2020 – 24th edition

Roaring Twenties 2.0 1920/2020 - The style of the new decade

COMPETITION NOTICE FOR YOUNG FASHION DESIGNERS

Creazione e Immagine, a cultural association in Cosenza, presents the XXIV edition of **Moda Movie**, a project born from the idea to celebrate and study in deep the relationship between the world of Fashion, Cinema and Arts.

This project launches a **competition for Fashion Designer**, which aims to **enhance and promote young talents** in the world of fashion, giving them a chance of **comparison, training, professional growth and visibility**. For each edition of the project is found a **topic of interest** to which are addressed the notices of competition and the different events that make up the entire manifestation.

The theme of the 24th edition of Moda Movie, "**Roaring Years 2.0**", wants to be a motivation to imagine **new style trends for the decade that is about to begin, starting from the revisitation and actualization of a fashion that, exactly a century ago, introduced radical transformations within society and in the history of costume**. Candidates are invited to propose their personal **revisitation of fashion established between the 1920s and the 1930s, reformulating it in a contemporary key**.

The starting point proposed is the clothes that have characterized the so-called "roaring years": **simple outfits designed to give great freedom of movement, straight lines, soft fabrics, low waist and more and more shorter skirts, bob hairstyle, often made precious with cloche wore till the eyebrows**.

So, is it possible to re-propose these so innovative characteristics and rethink them considering what could be the fashion of the next decade? **Starting from this question we ask the competitors to develop, through a personal review of the "Twenties" style, a new style revolution**, creating contemporary garments characterized, not least, by the **attention to detail** that has always characterized the competition.

CONDITIONS OF PARTECIPATION:

- The contest is open to: young graduate designers and / or public high schools, or private school students of design, fashion and modelling; University of Fashion and professional schools.
- The competition is reserved to **those born after 1st January 1990**.
- The application for entry to the competition must be forwarded only in the manner provided for in this announcement.
- To participate to the competition, it will need to send - by **mail, courier or hand delivery** (exclusively **from Monday to Friday, from 9.30 to 12.30**) to the **Associazione Creazione e Immagine, Via Panebianco 600 - 87100 Cosenza**

(Italy)- the following paper materials:

1. **Four models** proposed in the form of **sketches on paper (A4 format, measures 21x30, on a white background)**. On the back of each sketch must be reported the following data: **the progressive number of the sketches, name and surname, address, telephone number, e-mail of the candidate**
 2. Detailed **technical data sheet** relating to the sketches, **containing all the characteristics of the fabrics, any embroideries** and any other useful detail
 3. **Participation form**, attached to this announcement, completed in all its parts
 4. **Curriculum vitae** of the candidate
 5. **A description sheet of the inspiration** for the realization of the sketches (long up to 500 characters)
 6. **Parental or guardian authorization to participate** (only for competitors who have not reached the age of majority at the date of dispatch of the application)
 7. **A legible copy of the payment of € 10.00** (as a lump sum for reimbursement of secretarial expenses) to be credited to the account intestate to the Associazione Creazione e Immagine – **IBAN:IT81H070621620100000002132 BANCA BCC Mediocrati Ag. Cosenza 2.**
- **All the material requested must be received no later than Monday, March 9th, 2020 (THE POSTMARK IS NOT VALID).**
 - Incomplete or non-compliant materials with this notice of participation will not be taken into consideration and will be automatically excluded from the competition.
 - The material sent will not be returned.
 - **A special examining commission**, nominated by the Associazione Creazione e Immagine, **will select (at its sole discretion) nr. 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 evening conclusive of the Festival, scheduled for Tuesday 08th June 2020.
 - **The names of the finalists of the competition will be published on the website www.modamovie.it by March 23rd, 2020.**
 - The 15 selected fashion designers (+ 2 reserves) will have to send **by e-mail** (exclusively to the e-mail address **concorsomodamovie@gmail.com**) no later than **April 10th, 2020** the following additional materials:
 1. **The files of the two sketches chosen by the commission** (exclusively in jpg format, not smaller than 3500x3000 pixels and not more than 4000x5500 pixels)
 2. **A legible copy of the payment of €100.00** (on a lump-sum for the final phase of the project) deposited on the account of the name of the Associazione Creazione and Immagine: **IBAN:IT81H070621620100000002132 BANCA BCC Mediocrati Ag. Cosenza 2.**
 3. **A photograph of the candidate** (exclusively in jpg format, not smaller than 1500x1000 pixels and not more than 3500x3000 pixels)
 4. **A brief descriptive text of the two dresses created** (exclusively in Microsoft Word format and with a maximum size of 500 characters).
 - **The selected finalists will have to make the two garments chosen by the commission** among those proposed, **at their own expense**, faithfully respecting the sketches sent and paying the maximum attention to the finishes. It is advisable to refer, in the realization of the clothes, to a **size 42**. The size of the shoes will be **39/40**.

- The garments will have to be **placed in two separate clothing custodies** (each with an **identifying photo of the dress, name and phone number of the candidate**) and delivered **at 9:00 am on 08th June 2020**, together with the shoes and all the necessary accessories, at a location that will be subsequently communicated.
- **Models, locations, hairs and make-up, equipment and service for the gala evening** will be planned and **made available by the organization**.
- The Associazione Creazione e Immagine reserves the right **to use the images of the garments made** and the material presented by the individual candidates, exclusively **for promotional purposes**.
- The winners of the twenty-fourth edition of Moda Movie will be decreed by a **jury of experts during the day of 08th June 2020**.
- The **winner garments** will receive **considerable visibility** even after the event, as they will be displayed in the most representative 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 contest. At the end of the exhibition, it will be the organizer's responsibility to collect the clothes and send them back to the participants, with shipping charged to the recipient.
- All finalists will be obligatorily required to participate in the **Specialization Workshop** and to the different events scheduled in the two final days of the festival, on 7th and 8th June 2020 (**certificate of participation will be issued**).
- The finalists will also be entitled to **2 overnights in an accommodation facility accredited to the organization for 7th and 8th June 2020 nights**.
- The organizing committee declines all responsibility for any type of accident or damage that may occur to all participants during the festival.
- Once the event is over, the 15 finalists (and the 2 reserves) could be entered in the events circuit 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 availability to participate it by **June 26th, 2020**.
- Is also asked to the winners of the competition to **confirm their acceptance for the internship** that will be awarded to them, by and no later than **26th June 2020**.

PRIZES

First Prize:

- **Moda Movie Trophy**, created by a famous goldsmith artist
- **Scholarship of € 1.000,00**
- **Internship** offered by an important fashion company
- **MM Gift Bag** containing precious fabrics and products offered by sponsors

Second and Third Prize:

- **Internships** offered by prestigious fashion companies
- **MM Gift Bags** containing precious fabrics and products offered by sponsors

For any clarifications and information please contact:

Associazione Creazione e Immagine - tel. +39 320.2740001 from Monday to Friday from 9.30 to 12.30 - e-mail concorsomodamovie@gmail.com - website www.modamovie.it

MODA MOVIE 2020 – 24th edition

Roaring Twenties 2.0
1920/2020 - The style of the new decade

CONTEST ENTRY
(TO BE COMPLETED EXCLUSIVELY IN BLOCK LETTERS)

Personal data:

Surname _____ First name: _____

Gender: M: F: - Date of birth: _____

Nationality: _____

Residence:

Street: _____ N. _____

City: _____ Province: _____

Postal Code: _____ State: _____

Tel: _____

E-mail: _____

The undersigned **asks** to be enrolled in the "**Competition for young designers**" – **24th edition of Moda Movie** to be held in **Cosenza in June 2020**.

I declare that I have read and accepted the regulations contained in the competition notice and authorize the processing of my personal data. I also declare that, all that presented by me, it is original work of which I guarantee full availability and I undertake to transfer to the Organizer the right to use the project material delivered by me for communications and publications concerning the promotion or documentation of the competition or for any other subsequent events.

PLACE AND DATE _____

SIGNATURE

* I, the undersigned, _____ as the parent of the participant
_____ AUTHORIZE my son / daughter to participate in the Fashion Movie 2019
competition. I also declare to have been made aware of the modalities of carrying out the aforementioned initiative.

SIGNATURE (OF ONE OF THE PARENTS
OR OF WHO REPLACE THEM)

*exclusively for competitors who have not reached the age of majority at the date of dispatch of the application