

FWC - Fashion Women Culture

A fusion of Mesopotamian Dresses and Italian Fashion

Embrace the fusion of two vibrant cultures in this unique Fashion competition hosted by Istituto Europeo di Design in Turkey as part of the cultural project *Enheduanna* organised by Addu Tasarim.

In collaboration with the Institute for Italian Culture, the aim is to revive the splendor of Mesopotamian culture by exploring the history and the intricate woven textiles of that era. The competition invites young designers and fashion enthusiasts, born after the 1st of January 2000, to combine the Mesopotamian heritage with Italian fashion. The winner will obtain a 100% scholarship to our summer course in Textile Design at Accademia Aldo Galli in Como, which will take place in July 2024. Join us in a journey of extreme creativity, where history merges with modernity to craft innovative designs that honor ancient traditions, while showcasing the sophisticated Italian style.

BRIEF

It is not possible to understand fashion today without looking at the history of costume and its evolution: the distinctive characteristics of clothes worn by the different social categories in ancient times, the symbolic value often associated with the colours of clothes, the choice of fine or durable fabrics have always reflected the lifestyles and practical needs of the wearer. Furthermore, the use of the most common fibers or the variety of weaving and dyeing techniques, the various types of hairstyles or ornaments helped to define the way people presented themselves to the world. Concepts such as the cyclical nature of trends, the search for inspiration, respect for tradition or innovation through reinterpretation, on the other hand, play a significant role in interpreting the work of designers in the field of fashion.

The competition aims to explore and celebrate the intersection between Mesopotamian women's fashion and the influence of Italian fashion around the world. Participants are encouraged to create collections that fuse iconic elements of Mesopotamian garments with the distinctive aesthetics and style of Italian fashion, showing the richness of this historical connection without forgetting the importance of sustainability and which codes or messages are most conveyed today.

REGULATIONS

IED - Istituto Europeo di Design, in collaboration with Addu Tasarim, has organised the competition *Merging Perspective* in the contest of the *Mesopotamian Women, Enheduanna Project*. IED will award nr. 1 special merit-based scholarship to attend the **Summer Course in Textile Design** held in **IED Accademia Aldo Galli in Como** in July 2024.

Candidates born before the 1st of January 2000 will be evaluated based on the 3 designs they will submit and their CV.

An additional prize will be also assigned: nr. 2 special mentions awarding one -hour **online mentoring meeting** with **IED Art Director**.

CONTEST AND CREATIVE WORKS OF THE CANDIDATE

The contest is open for participation to all the current or graduating university students from or living in Turkey. Those who wish to take part in the contest are requested to register on the IED website at the following link: <https://www.ied.edu/international-events-nmd?eventId=701SX000020gka> (more details will follow at point "Required documents" of the present Regulations).

Each application should be mandatorily accompanied by:

- A presentation with 3 outfits/sketches based on the brief given (candidates shall submit the documentation in relation to only one collection).
- A short description of the concept (*max. 500 words*).
- A supporting moodboard with sketches, colour board, and material chart.
- **Curriculum Vitae** of the candidate.

The designers' works will be evaluated based on the documentation sent. A total of 24 outfits will be selected for the final prize. Shortlisted participants will then produce one out of the three designs submitted. The final prize will be assigned during the award ceremony.

HOW TO APPLY

The contest will be divided in three different phases – Submission, Evaluation, and Creation & Award.

FIRST PHASE: SUBMISSION

To take part in the contest, designers must register at the provided link and send the required materials **by February 12th, 2024, at 11:59 p.m. CET.**

- Step 1.** Read the Regulations carefully.
- Step 2.** Get registered by filling in the IED registration form at the link available in the present regulations. Once registered, each applicant will receive a confirmation email with a recap of the following steps to follow.
- Step 3.** Submit the requested material by sending it at the following email address: mea@ied.it
All emails should have the following subject: **Application for IED Scholarship @ FWC – Fashion Women Culture.**
Only individual submission will be considered for the evaluation. Team projects will not be considered valid.
The contest is open to all designers born after January 1st, 2000.
All candidates who submitted the documentation correctly will receive a confirmation email.

SECOND PHASE: EVALUATION

- Step 4.** Once all applications are received, the special committee will make a preliminary evaluation based on the material submitted by each candidate.
- Step 5.** 24 collections will be shortlisted and announced on February 28th 2024 on IED's website.
Only shortlisted candidates can move to the third phase.
- Step 6.** Shortlisted candidates need to submit their acceptance by writing an email to mea@ied.it within **March 6th 2024.**

THIRD PHASE: CREATION & AWARD

- Step 7.** Shortlisted candidates will produce one of the three complete outfits submitted by using Anatolian woven fabrics provided by Addu Tasarim. The deadline for presenting the finished outfit is **April 18th 2024.** The candidate will be supported by a professional team during the creation period.
- Step 8.** All 24 final outfits will be presented and evaluated during the final award ceremony.

PARTICIPATION REQUIREMENTS AND DEADLINES

The contest is open to all designers born after January 1st, 2000.

The contest will be divided in nr. 3 phases.

Deadline for submissions to the first phase is **February 12th**, 2024, at 11:59 p.m. (GMT+1 – Central European Time)

It is mandatory to have registered at IED registration link to be considered for the competition:

<https://www.ied.edu/international-events-nmd?eventId=701SX0000020gka>

The following pieces of information will have to be indicated:

1. First and Last Name
2. Country of residence
3. Email address
4. Phone number
5. Interest in IED's educational offer (**not mandatory**).

REQUIRED DOCUMENTS

As soon as registration occurs, each candidate will receive a confirmation email inviting them to send the following application documents:

- **Presentation with 3 outfits** (*candidates shall submit the documentation in relation to only one collection*).
- **A short description of the concept** (*max. 500 words*).
- A supporting moodboard with sketches, colour board and material chart.
- **Curriculum Vitae** of the candidate.

All files should be sent to the e-mail address mea@ied.it

All files must be sent in PDF format.

PRIZES

Competition will award one 100% Scholarship for the Summer course in **Textile Design** held in **IED, Accademia Aldo Galli in Como**.

The course will be dispensed during the month of July 2024 with no possibility of fruition in another academic year.

Winners will have to go through the application process of the course (which can be checked at the following link:

[https://www.ied.edu/other-pdf/admissions/procedure-eng/admission-procedure-IED-summer-courses%20\(1\).pdf](https://www.ied.edu/other-pdf/admissions/procedure-eng/admission-procedure-IED-summer-courses%20(1).pdf)).

Travel fees, housing and all other costs shall be covered by the winner.

SELECTION OF WINNER AND PANEL

Evaluation will occur exclusively according to the unquestionable judgement of the panel of representatives from IED - Istituto Europeo di Design and professional designers and historians.

The jury will be composed of professionals in the sector, whose experience will be decisive in the choice of the winner.

- **Giovanni Ottonello**, *Art Director at IED*
- **Frances Venneri**, *Textile Designer and Lecturer at IED Milan*
- **Firat Neziroğlu**, *Fashion Designer - Artis*
- **Zeynep Öcal Özcan**, *Fashion Designer - Lecturer*
- **Özlem Erkan**, *Fashion Designer - Brand Founder*
- **Luca Peyronel**, *Academician - Archaeologist*

PROPERTY AND RIGHT CONCERNING CONCEPTS

The intellectual property rights of the Concepts always pertain to the author.

The Candidate, with his/her participation to the Contest, giving up any indemnity and/or refund and independently from the awarding of a prize, grants for free and permanently to IED the right to use submitted Concepts to promote and divulge the Website and IED activities, with mention of the Concept's author.

EXCLUSION OF WARRANTIES

IED does not state nor grant that the Website and its functions are flawless or satisfy certain Standards, needs or requests of the User.

IED does not state nor grant that the use of the Website and its functions will be prompt, uninterrupted, assured or flawless, nor that the information and contents on the Website are correct, truthful and/or reliable.

Under no circumstance, IED will be held liable or accountable towards Candidates or third parties for any damage consequent, accidental, indirect or of any other nature, predictable or unpredictable, deriving from the use or the impossibility to use the Website.

IED will not be liable for imprecisions, inaccuracies or delays due to force majeure.

IED is not liable for improper use of the Website and does not grant nor authorise its use in any application potentially dangerous for people or properties.

The Candidate grants that he will hold IED harmless from any consequence deriving from improper, illicit or undue use of the Website.

Consequently, the Candidate declares himself solely liable towards IED and third parties for any and every behaviour or fact punishable by law during the utilisation of the Website.

OBLIGATIONS OF THE CANDIDATE

It is forbidden to the Candidate:

- to submit, upload and/or publish material protected by copyright, unless the Candidate is the owner of such right or has been authorized by the owner;
- to submit, upload and/or publish material that disclose industrial secrets unless the Candidate is the owner of such secrets or has been authorised by the owner;
- to submit, upload and/or publish material that violates intellectual property rights, privacy rights or rights deriving from advertising contracts;
- to submit, upload and/or publish material that is illicit or against law, order and public decency; • to submit, upload and/or publish material containing improper expressions or violating someone else's dignity or decency;
- to submit, upload and/or publish sexually explicit material;
- to submit, upload and/or publish promotional material, junk mail, spam or any other unrequested or unauthorised form of solicitation;
- to falsify his identity;
- to submit, upload and/or publish material containing computer viruses and/or other codes or files or programs created to interrupt, destroy, damage or limit the operation of software, hardware, websites or telecommunication installations belonging to IED or third parties.

Each violation of the requirements stated by this article will allow IED to nullify the present agreement, with the right of IED or third parties to be reimbursed for the damage.

LAW AND JURISDICTION

This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with Italian law.

The court of Milan shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).