



IED SCHOLARSHIPS: ITALIAN DNA

REGULATIONS

IED - Istituto Europeo di Design in collaboration with Feeric Fashion Week, awards 1 special merit-based scholarship to attend a Summer Course in Italy in 2018 to the winner of Italian DNA contest held in occasion of the Feeric Fashion Week, Sibiu 2017.

The candidates (from 18 till 99 yrs old) can show their creativity and will have the chance of being awarded a 100% scholarship for the Course of their choice.

CONTEST BRIEF

Genius Loci – Spirit of the place is one the pillars on which Istituto Europeo di Design bases its educational methodology. Every place has its own history, a language, a set of skills and values that uniquely identify its soul. Having an Italian heritage, Istituto Europeo di Design constantly celebrate its "Italianness" but, on the other hand, IED's international students are always encouraged to leverage on their own tradition and culture.

Those who wish to take part in the contest are requested to sketch a capsule collection which portrays their personal vision of "Italianness" (culture, tradition, soul, language, values, etc.) in combination with their own country heritage.

The capsule collection should be mandatorily made by 5 looks, defined on a spring-summer collection and can be referred to one of the following clusters: woman-man-child-unisex.

All collections should be accompanied by a short description of the concept (max. 500 words).

All participants will be divided into two categories according to their education and experience: Junior or Professional.

WHO CAN APPLY

The contest is open to all designers taking part in the Feeric Fashion Week and all the students and designers (aged 18 till 99) with a Romanian nationality.

HOW TO APPLY

Register on IED website, at the following link:

www.ied.edu/ied-at-feeric-fashion-week-in-romania

specifying the following:

1. First and Last Name
2. Date of birth
3. Email address
4. Phone number
5. Eventual interest in IED's educational offer

As soon as registration occurs, each candidate will be invited to send nr. 5 looks including a moodboard, a colour and a fabric sheet, nr. 1 written concept (max 500 words) and a CV with educational and work experience at the e-mail address indicated on the reply-message.

All files must be sent in PDF format and should NOT exceed nr. 6 slides

All participants should make sure that their ideas are realistic and can be produced within a short term perspective.

Deadline for submissions is July 10th, 2017 (midnight Romanian time) and the jury will communicate its decision to the semi-finalists within the following week. Semi-finalists will have to confirm the acceptance within 3 days.

PRIZE

Competition will award one 100% scholarship for a summer course in IED Italy. Winner will be responsible for travel and accommodation costs.

JURY

The jury will be made by a panel of professors and creatives of Istituto Europeo di Design and presided by its creative director, Giovanni Ottonello.

FINALS AND AWARD CEREMONY

On July 17th Istituto Europeo di Design will announce the finalist by email. The participants who will be selected are invited to take part to the evening gala of Feeric Fashion week on July 22nd during which the winner will be awarded with a 100% scholarship to attend a summer course in one of the Italian campuses of Istituto Europeo di Design.