

# AquaMade Runway Criteria and Contest Info

The Mermaid Society SMTX will host its first AquaMade Runway Show, showcasing wearable fashion using recycled materials. Our mission is to support recycling, and waste reduction with the goal of reducing trash headed for the landfill. Up to twenty designers will compete for the top prize.

## Cash Prizes

- 1<sup>st</sup> Place \$1,000 ● 2<sup>nd</sup> Place \$500 ● 3<sup>rd</sup> Place \$250 ● People's Choice \$250

The 2021 AquaMade Runway is Co-Chaired by Laura Cardona & Kevin Gilley

ANY QUESTIONS, PLEASE EMAIL KEVIN GILLEY AT [JDKRANCH@YAHOO.COM](mailto:JDKRANCH@YAHOO.COM), LAURA CARDONA AT [LLUGO67@GMAIL.COM](mailto:LLUGO67@GMAIL.COM) OR JULY MORENO AT [JULY@MERMAIDSOCIETYSMTX.COM](mailto:JULY@MERMAIDSOCIETYSMTX.COM)

## Contest Overview

The theme for this runway is Recycled & Reimagined. Interested designers will submit an original concept sketch for wearable works of fashion, accompanied by a short description of how the design addresses the selected contest categories.

## Design Category Criteria

- **Reinvented Ready-to-wear** - Outfits submitted in this category should be made from used textiles or used clothing. If using articles of clothing, your design must be altered at minimum 90%. Newer notions allowed for closures (e.g., zippers, buttons, etc.).
- **Recycled Ready-to-wear** - Outfits submitted in this category can be made from a variety of items that would normally be discarded, such as plastic, metal, paper, cardboard and styrofoam. (Can include used textiles.)
- **Botanical Ready-to-wear** - Outfits submitted in this category can be made from a variety of botanicals and nature specific items (no food waste).
- All designers, if chosen, must provide their own models. Diverse models are encouraged - all ages, gender, and ethnicity.

### **Application Process**

Entry applications open Tuesday, July 5th, 2021

Our goal is to make this a fun and competitive contest. To that end, we are only requiring a few initial entry elements: some basic info about you, a project narrative, a materials list, and concept sketches and/or mood board.

### **Application fee**

Submissions will require a non-refundable \$20 application fee payable at time of submission. This can be paid online. The goal of the contest is to elevate creative voices in service of eco-innovation! We are excited for this first year, and your application fee will help to fund this first-year contest and build momentum to establish it as an annual event.

### **Team Size**

Entries may include up to 3 people on the design team. Each artist must provide their own model. The model will count as part of the design team.

### **Contest Finalists**

Each finalist will be invited to participate in the AquaMade Runway Show on **September 11, 2021**, to showcase their final design before a five-member judging panel and an audience of 200 guests. The four winners of the contest will be announced at the end of the event.

### **Designer Intro**

A descriptive paragraph must be submitted that will be read by the emcee of the event. It should be a descriptive summary of your entry and the materials used in its design (including a breakdown of materials used, totaling at least 90% recycled materials. [ex: 30% newspaper, 25% pizza boxes, 30% plastic bottles]). If possible, please include an environmental 'factoid' within this written description that addresses how the materials incorporated within your fashion are commonly disposed of and the benefits of reusing these items in another more creative way. Do your best to make this description both entertaining and appropriate for all ages. The length of the description should NOT exceed 60 seconds when read aloud.

Not all entries are guaranteed to be in the fashion show. Submissions will be reviewed by a panel of judges for quality, originality, and creativity, with finalists' selections made by Friday, August 14th, 2021.

## **Materials**

Your garment should be designed with resources that are readily available. When you attach materials try to use environmentally friendly glues, dyes, paints, resins, etc. and be mindful of the weight of materials being used in the finished product. We understand that this may mean not all your materials adhere perfectly with the judging criteria. Just be honest about your materials and do the best you can! Some of the most impressive designs come from thinking creatively about what is accessible in your environment. Do not use plastic glitter or micro materials that could fall off during the runway. Doing so will reduce your points.

## **Judging criteria - consider these questions when creating your design**

There are up to 25 total points possible.

### **1. Visual Impact (Up to 5 points)**

What is the first impression made from looking at your garment? Is it a cohesive piece? Does it look planned out or are the items simply stuck to the outfit? Are your design choices intentional? Do the colors and materials work together? Is there a “wow factor”?

### **2. Design Concept (Up to 5 points)**

Does your design have an actual concept? Is there some sort of pattern, texture or intent within the design? Is it obvious what you are going for? What is the idea or plan behind the design? Is there a focal point? How well do the accessories go with the design?

### **3. Construction Technique (Up to 5 points)**

Is your outfit securely fastened? Will it fall apart during the runway? Did you manipulate your materials in any way (i.e. Cutting shapes, making patterns, weaving)? How is your garment held together well (i.e. Glue, staples, tape, cord, interlocking)? Can it carry the weight of materials used?

### **4. Creativity (Up to 5 points)**

How original is your outfit? What was your inspiration? Was your concept executed well? Does your design look intentional?

### **5. Best Use of Materials (Up to 5 points)**

Were the materials reused, recycled, or found - not purchased? Does the type of material used flow with the style of outfit? Is the design enhanced because of your material?

### **6. Extra points (1.5 point each)**

Head fashion, footwear, accessories, embellishments. All items worn by the model must follow the same guidelines as the main design.

### **Disqualification**

- Use of glitter in design or applied to makeup.
- Use of profanity or political statements in design.
- Nudity as part of fashion ● Any team member under the influence of alcohol or drugs.

### **Use of Submissions**

To fully celebrate your creativity and artistry, we will be highlighting works through our websites and social media accounts. This may include submissions that are not selected for the final round.

# **AquaMade RunWay Show Contest**

## **CONTEST RULES, TERMS & CONDITIONS**

### **Contest Organizers**

The AquaMade RunWay Show contest is a collaborative project of Mermaid Society of Texas (herein referred to as the “contest organizers”), both 501(c)(3) nonprofit organizations.

### **Contest Eligibility**

Contestants must be age 18 or older at the time of their contest submission.

Contestants must reside in the United States. Entries may include 1 to 3 people on the Trashion design team. Each entry must provide its own model. The model will count as part of the design team. Officers, board members, employees, and other agents and assigns of the contest organizers, and the immediate family members of said officers, board members, employees, and other agents and assigns are not eligible.

### **Contest Submission**

For consideration as a contestant, eligible individuals must submit a completed application through the Mermaidsocietysmtx.com website and complete payment of the US \$20.00 contest entrance fee during the open submission period of July 5th, 2021, through midnight on August 7th. The contest organizers reserve the right to disqualify any incomplete submissions, including submissions that do not successfully complete payment of the contest entrance fee. The contest organizers reserve the right to extend the submission deadline at their discretion and will announce any such extensions through the Mermaidsocietysmtx.com website and through social media.

### **Submission Criteria**

Submissions should be for an original fashion design. The design must be a full-body look (such as, but not limited to, a suit, dress, trousers and top, shorts and top, or full-body coat). The design must be wearable, and it must allow the wearer a reasonable range of motion. The design must use materials and resources to which the contestant would have access to execute the design plan. Submissions will be judged by a panel selected by the contest organizers. Judges will consider the visual impact, the design concept, the construction technique, creativity, and use of materials. Contestants confirm that all material furnished for this contest is either their own or otherwise authorized for such use without obligation to them or any third party. This includes, but is not limited to, their contest design and their submitted application materials.

### **Contest Finalists**

A subset of contestants will be chosen by the judging panel as contest finalists. Contestants will be notified if they are chosen as a contest finalist no later than midnight on August 14th, 2021. For consideration as a finalist, selected contestants must construct their design as proposed in their original submission. Selected contestants must also submit a completed finalist application that will include a descriptive summary paragraph of entry, the materials used in its design, including a breakdown of materials used, totaling at least 90% recycled materials.

### **Fair Use**

Contestants agree to the participation in interviews and consent to the use of quotes, the taking of audio recordings, and the taking of photographs and/or video images of them and their work for the Mermaid Society of Texas organization by the contest organizers. Contestants grant the contest organizers the irrevocable and unrestricted right in perpetuity to edit, reproduce, and otherwise use said products in any manner or medium for purposes related to the charitable missions of the contest organizers. Contestants release the contest organizers from all claims, demands, and liabilities whatsoever in connection with these uses. The contestants also agree to the use of their name, likeness, portrait or pictures, voice, and biographical material about them for purposes related to the charitable missions of the contest organizers. Contestants agree that all consented and released products and material may be broadcast and distributed without limitation through any means, and contestants will not receive any compensation for their participation.

### **Release**

Contestants agree that participation in the Mermaid Society of Texas organization confers upon them no rights to use, ownership, or copyright. Contestants release the officers, board members, employees, and other agents and assigns of the contest organizers from all liability which may arise from any and/or all claims by the contestant or any third party in connection with their participation in the program. It is also understood that the contest organizers are under no obligation to broadcast or otherwise use any submitted products or material. In return for this release, contestants will receive opportunities associated with contest participation.