



SDC GLOBAL DESIGN COMPETITION 2009



Overall winner to receive the SDC Colour Design Award 2009 at the grand final in Goa, India

COMPETITION RULES

Background

Preliminary heats of this competition will be held around the globe in countries where there is an SDC region/affiliate organisation. A finalist from each country will be identified and invited to the grand final in Goa, India on 25–26 June 2009; this will coincide with the SDC international conference on the theme of 'Sustainability in coloration.'

What are the judges looking for?

The emphasis must be on colour. What matters is the creative, imaginative and original use of colour to produce a truly distinctive piece of work – work that exploits the enormous potential of colour to communicate difference and individuality. 'Sustainable colour' is one aspect the students are asked to consider in the brief.

Who can enter?

- Any undergraduate student in higher or further education following a recognised first degree or diploma course in fashion and/or textile design from the countries listed below who conform to the relevant regional criteria (see Note 1).
- Entries must be endorsed by the relevant course leader and entry forms submitted by the college or university on behalf of the student to the specified regional contact (see Note 2). Individual entries will not be considered.

Countries:

- Australia and New Zealand • Bangladesh • China • Hong Kong • India •
- Pakistan • South Africa • Sri Lanka • United Kingdom • United States •

Closing date: Generally tutors will need to pre-select up to **three** students from their college and submit an entry form to the regional contact by the end of Feb 2009, although this is dependent on the regional criteria (see Note 1). Judging will take place at specified locations and country winners announced before the end of April 2009; in most instances the students will be invited along to the regional heats to present their design boards to the judges in person (again this will be dependent on the regional criteria).

Judging: Each regional committee will aim to hold events during the 1st quarter 2009 at which the judging panel will assess the submissions and announce a winner. Each country winner will go forward to the grand final and will also have their work displayed in the SDC online gallery. The prize allocation at each regional heat will be specified and supplied by each region.

Grand final: Each region winner will come together with the other region winners at the grand final to be held in Goa, India. Each student invited to attend the grand final will receive payment towards travelling expenses and accommodation in India.

Prize: The global winner will receive the **SDC Colour Design Award 2009**, with a cash prize of £1000, plus the Veronica Bell Trophy. The winning college will also receive a prize.

For further information: see additional documents 'Competition brief' / 'How to enter' at:
www.sdc.org.uk/members/competitions.htm

Competition Rules (contd)

Age limit: Students must be aged not less than 18 years on 1 April 2009.

Portfolios: Design boards should **not** be submitted to the SDC but should be presented for judging at the specified regional event (delivered by the students or tutor or posted in advance to the regional contact). Only those entries that adhere to the brief will be considered (i.e. up to four design boards plus statement); students should **not** bring along any additional material / garments to the regional heats to present to the judges.

Publicity: The work of the finalists will be on display during the awards ceremony and will be displayed in the SDC online gallery. The winners will also receive extensive publicity in the national and international press and in the Society's own magazine *The Colourist*.

Intellectual property: The intellectual property rights (patents, registered designs, etc.) in all designs submitted in the competition remain with the student. However, the Society reserves the right to use designs for exhibition purposes and to reproduce them in reports, on the Society websites, in press releases and in any other publicity material.

Any queries? For general enquires, please contact Carmel McNamara, SDC communications manager (email: info@sdc.org.uk). For region-specific enquiries, the regional contact may be approached (see Note 2).

Note 1 Any specific guidelines / regional criteria will be made available once the heats in the following countries have been organised (specific details available on request from the regional contacts):

SDC Regions:

-Bangladesh, China, Hong Kong, India, Pakistan, Sri Lanka and the UK. In the UK, colleges will be assigned to one of six regional heats to be held in London, Midlands, North of England, Northern Ireland, Scotland, and West of England/South Wales. A UK final to be held in Bradford in April 2009 to identify the student who will attend the grand final. One winning student per country to be identified; the host country may be eligible to select one student per region to attend the grand final.

Affiliates:

-Australia / New Zealand: Heat(s) to be organised by SDCANZ committee
-South Africa: Heat(s) to be organised by SADFA committee
-United States: Winner of the product design category of the 2009 C2C/CITDA competition (entry deadline: 25 Nov 2008; www.aatcc.org)

Note 2 Contact should be made with the regional representative before any entry forms are submitted.

Regional contacts:

Australia and New Zealand:

Mr M Lyford, SDCANZ, secretary
Email: lyford@clear.net.nz

Bangladesh

Hitendra Nath Barmma,
SDC Bangladesh Region, chair
Email: brinntex@yahoo.com

China

Xia Zhang, SDC Jiangnan Region, hon. sec.
Email: zxpostgra@163.com

Hong Kong

Dr C W Kan, Hong Kong (SDC) Ltd, hon. sec.
Email: kan.chi.wai@inet.polyu.edu.hk

India

Mr Siva R Pariti, SDC India
Email: pariti_siva@yahoo.com

Pakistan

Mr Yassir Dar, SDC Pakistan
Email: yassirdar@yahoo.com

South Africa

Mr Jim Chisholm, SADFA, hon. sec.
Email: scottech@iafrica.com

Sri Lanka

Please contact:
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United Kingdom

Dr Carmel McNamara
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United States

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