



society of dyers  
and colourists

## SDC International Design Competition 2010

*Overall winner to receive the SDC Colour Design Award 2010 at the grand final in London, UK*

### HOW TO ENTER

- All entries must be endorsed by the relevant course leader.
- Tutors will need to pre-select up to **three** students from their college and submit their names using an entry form available on the SDC website.
- Entry forms can be submitted by email from 1 Jan 2010 to either to the SDC head office or direct to the regional contact for your country. The deadline for receipt of completed entry forms is the end of March 2010.
- No design boards should be posted to the SDC or regional contacts; instead, in most instances, each of the students entered will be invited along to the regional heats to present their design boards to the judges in person. If the student cannot attend the regional heat, alternative arrangements will be made.
- Specific entry criteria may vary for each regional heat (in relation to the number of entries per college for example) and these will be advertised as soon as available.
- Individual entries from students will not be considered.

#### Timetable:

October 2009	Official competition launch and full brief issued
By end March 2010	Tutors to submit entry forms of students chosen to enter the competition
Apr/May/June 2010	Presentation of design boards for judging. Regional heat winners announced, as appropriate
By end June 2010	All country finalists announced
October 2010	Grand Final in London, UK. Global winner announced

*Contd...*

# 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 will take part in the grand final judging. All the finalists will be invited to London where the global winner will be announced in October 2010. This will coincide with the SDC Annual Textile conference.

## 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. This year the students are also asked to incorporate an element of thinking around ‘**social responsibility**’ into their approach to the design and/or final design application.

## 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 • China • Hong Kong • India • Ireland • New Zealand
- Pakistan • Singapore • South Africa • United Kingdom •

**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 March 2010, although this is dependent on the regional criteria (see Note 1). Judging will take place at specified locations and country winners announced by the end of June 2010; 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 in April/May/June 2010 at which the judging panel will assess the submissions and announce a winner. Each country winner will go forward to take part in the grand final judging 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 country winner will take part, together with the other finalists, in the grand final judging. Finalists will be invited to London where the global winner will be announced in October 2010. All country finalists will receive a gift and the finalists invited to London will receive payment towards travelling expenses.

**Prize:** The global winner will receive the **SDC Colour Design Award 2010**, with a cash prize of £1000, plus the Veronica Bell Trophy. The winning college will also receive a prize.

**Age limit:** Students must be aged not less than 18 years on 1 April 2010.

**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 publications, as appropriate.

**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 email: [marketing@sdc.org.uk](mailto:marketing@sdc.org.uk). For region-specific enquiries, please get in touch with the regional contact, once this has been finalised (see Note 2).

#### **Note 1**

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

*SDC Regions:*

- Bangladesh, China, Hong Kong, India, Pakistan and the UK.
- In the UK, colleges will be assigned to one of five regional heats to be held in London, Midlands, North of England, Scotland, and West of England/South Wales. A UK final will be held in Nottingham on 7 May 2010 to identify the student who will attend the grand final. Colleges from Ireland will be included in the Northern Ireland heat. In Ireland, colleges from Northern Ireland and the Republic of Ireland will be held in one heat, location to be confirmed.
- In Singapore, the heat will be organised by DyStar

**Note 2** Contact should be made with the regional representative before any entry forms are submitted. Regional contacts are as follows:

**Australia and New Zealand:** Henry Orlinski,  
Email: [horlinsk@bigpond.net.au](mailto:horlinsk@bigpond.net.au)

**China:** Zhigang Zhang,  
Email: [zzgabc@sina.com](mailto:zzgabc@sina.com)

**Hong Kong:** Spike C M Ngai,  
Email: [sngai@cottoninc.com](mailto:sngai@cottoninc.com)

**India:** Parvez Kotadia,  
Email: [parvezk@sdc.org.uk](mailto:parvezk@sdc.org.uk)

**Pakistan:** M Fawad Noori,  
Email: [fadnoori@gmail.com](mailto:fadnoori@gmail.com)

**Singapore:** Michelle Chin,  
Email: [Chin.michelle@dystar.com](mailto:Chin.michelle@dystar.com)

**South Africa:** Heidi Alcock,  
Email: [heidi@kenprint.co.za](mailto:heidi@kenprint.co.za)

**United Kingdom and Ireland:** Tracy Cochrane, SDC  
Email: [marketing@sdc.org.uk](mailto:marketing@sdc.org.uk)

Or contact the competition organiser:  
Tracy Cochrane, SDC  
Email: [marketing@sdc.org.uk](mailto:marketing@sdc.org.uk)

The Competition Brief and further information is available at:  
[www.sdc.org.uk/general/downloads.htm#edn](http://www.sdc.org.uk/general/downloads.htm#edn)

