



City of
Joondalup



Expressions of Interest
Urban Couture

ENTRIES CLOSE 30 NOVEMBER 2011
URBAN COUTURE LAUNCH 6 MARCH 2012

Urban Couture 2012

Urban Couture is a feature of the 2012 Joondalup Festival and strives to support and promote the contemporary fashion industry in a series of public events throughout March.

Urban Couture celebrates designer fashion and contemporary art with exhibitions, pop up parades and a live photoshoot.

Urban Couture is a platform for upcoming and existing local talent, bringing together fashion designers, hair and makeup artists, fashion stylists, contemporary artists, professional models and fashion photographers. The 2011 debut was a huge success for all involved comprising; 14 pop up parades, a wearable art exhibition, styling workshops and a live photoshoot – supporting over 200 individual creative designers, models, artists and fashion stylists. This year we hope to make it even better with a brand new fashion photography exhibition to showcase our abundance of WA talent.

CALLING FOR SUBMISSIONS

The City is looking for fashion designers, contemporary artists, fashion photographers, professional models, hair and makeup stylists and backstage stylists to join forces in the 2012 event.

The scope encompasses a month long program of satellite events and participants are invited to get involved in the following:

- **Art of Fashion** wearable art exhibition
- **Strike a Pose** fashion photography exhibition
- **Pop up Fashion Parades** in a variety of locations during the Joondalup Festival weekend

If you are interested in being a part of the above events, you will need to complete an expression of interest form per entry. See the category headings below for links to the online expression of interest forms.

IMPORTANT DATES

30 November	Expressions of interest close
30 January	Participation confirmed
5 March	Art of Fashion bump in
19 March	Strike a Pose bump in
31 March	Art of Fashion bump out
31 March – 1 April	Pop up parades, Shoot Me, Joondalup Festival
1 April	Strike a Pose bump out

ART OF FASHION

Art of Fashion is a public exhibition where fashion meets art. The exhibition will be held in the 'Great Space' of Lakeside Joondalup Shopping City from 6 – 31 March 2012. The exhibition will display a collection of fashion pieces with an artistic edge from contemporary artists and fashion designers.

Focussing on the concept of 'fashion as art', designers are invited to submit their fashion pieces for display in the collection. Participants are given the opportunity to expose their works to a public arena and prizes will be offered for outstanding designs.

If you are interested in submitting a work for the Art of Fashion exhibition, please read the Terms and Conditions and complete the [online expression of interest form](#).

POP UP PARADES

Pop up runways will be appearing on the streets of the Joondalup Festival and at Lakeside Joondalup Shopping City on 31 March – 1 April 2012. The runways will feature garments from fashion designers and select retailers. The pop up runways will incorporate a number of stages and streetscapes working to bring fashion to the festival.

Featuring collections from state designers and outlets, fashion designers and retailers are invited to submit pieces for pop up runways. Urban Couture is an opportunity for designers to showcase their garments to a large audience, develop their talents, and gain experience in presenting a fashion parade in a festival environment.

If you are interested in submitting a design or collection for a pop up runway, please read the Terms and Conditions and complete the [online expression of interest form](#).

STRIKE A POSE

Strike a Pose is a brand new exhibition showcasing the work of local fashion photographers. The exhibition will be held from 20 March – 1 April 2012. The exhibition will display a collection of photographic images celebrating West Australian designers and models.

Photographers are invited to submit their works for display in the collection. Participants are given the opportunity to expose their works to a public arena and prizes will be offered for outstanding photographs.

If you are interested in submitting a work for the Strike a Pose exhibition, please read the Terms and Conditions and complete the [online expression of interest form](#).

RUNWAY MODELS

Models are required for pop up fashion parades featuring collections from designers and outlets. Work is voluntary and models are given the opportunity to showcase their talents to an audience of thousands plus receive photographs for their portfolio. Models must be over 14 years of age and prepared to sign a Model Release Form.

If you are interested in registering as an Urban Couture model, please complete the [online expression of interest form](#).

BACKSTAGE STYLISTS

We are looking for hair stylists, makeup stylists and personal stylists to support our backstage team. Backstage stylists, hair and makeup artists are required to prepare models for the pop up parades plus provide hair and makeup to the general public for Shoot Me over the Joondalup Festival weekend. Shoot Me is a mobile photography studio where festival patrons are given a live photo shoot experience complete with hair and makeup styling plus a photograph to keep.

Payment is negotiable and stylists are given the opportunity to promote their business plus receive photographs for their portfolio. Stylists must provide their own products and styling equipment.

If you are interested in joining the backstage team, please complete the [online expression of interest form](#).

EXPRESSION OF INTEREST

Expression of interest forms must be received by **30 November 2011** and places are limited.

Further information regarding Urban Couture will be forwarded on confirmation of participation.

We look forward to your involvement in Urban Couture 2012.

If you have any queries regarding your submission, please contact:

Kelly Price
Special Events Officer

P: 9400 4926
E: kelly.price@joondalup.wa.gov.au
PO Box 21
Joondalup WA 6919

The terms and conditions for registration are detailed throughout this document. All entrants must agree to comply with these terms and conditions in order to enter. Terms and conditions are subject to change at the discretion of the City of Joondalup. Further terms will be supplied to successful applicants with confirmation of acceptance.

ART OF FASHION EXHIBITION

Applications

- 1) Participation in this event is deemed acceptance of the terms and conditions of entry.
- 2) Entries for the Art of Fashion exhibition are free of charge.
- 3) If entering a garment into the wearable art pop up parades, the same garment may also be entered into the Art of Fashion exhibition.
- 4) The applicant undertakes that the garment/s submitted are the applicants own work. Entrants are not expected to design new garments for Urban Couture and are permitted to showcase garments from past collections, so long as they meet the categories of entry.
- 5) Applicants must be aged 14 years and over. A parent or guardian must acknowledge permission on the expression of interest form if entrants are under 18.
- 6) Multiple entries are permitted, subject to the following: (a) each entry must be submitted separately and (b) each entry must be substantially unique.
- 7) Garments must meet the category of Wearable Art; thus being individually designed pieces of hand-made clothing created as fine or expressive art.
- 8) Applicants must send a photograph or sketch of each garment entered to kelly.price@joondalup.wa.gov.au citing the artwork name as the image title.
- 9) Expression of interest forms must be received by **30 November 2011**. The event coordinator will not be responsible for any late, lost, misdirected entries, or incomplete or incorrect entrant contact details.
- 10) All applications, including photographs and sketches submitted become the property of the City of Joondalup. The City is entitled to use any of the entries submitted for any purposes at its discretion, including for any future promotion, marketing and publicity purposes.

- 11) Each entrant warrants to the City of Joondalup that each photograph submitted is a photo of the entrant and/or another participant who has agreed for their photograph to be submitted.
- 12) If selected, entrants must make themselves available in Perth from 5 - 31 March 2012 inclusive.

Artworks

- 13) The medium and size of the artwork must be suitable for the temporary exhibition facility provided:
 - Mannequins will be provided by the City;
 - Artworks must not exceed 10kg in weight;
 - Plinths may be available for small jewellery or accessory works.
- 14) Due to the public location, artworks must be suitable for viewing by all age groups. The City reserves the right to pre-select artworks for exhibition.
- 15) All entries are for display only and must not be sold at the exhibition.

Display

- 16) The City of Joondalup will source mannequins on the applicants behalf. Applicants wishing to provide their own mannequins must have prior approval from the City. Final display, including mannequin, is at the discretion of the City.
- 17) Any specific or complicated display requirements must be discussed with the event coordinator prior to submitting an entry.

Delivery and Collections

- 18) All artworks must have an Artwork Delivery Form attached with the artist's name, contact phone number and title of work.
- 19) All artworks must be delivered to "The Great Space", Lakeside Joondalup Shopping City, Joondalup Drive between 5.00pm and 8.00pm Monday 5 March 2012.
- 20) All artworks must be collected on Saturday 31 March between 5.00pm and 8.00pm from Lakeside Joondalup Shopping City, via the North Mall entrance.
- 21) Entrants are responsible for the transport of artworks to the exhibition and all associated costs, plus the transport of works from the exhibition.

- 22) Entries shall not be removed from the venue until after the close of the exhibition.
- 23) Any works not collected within the specified timeframe shall be dealt with at the discretion of the City, at the entrant's expense. If the entrant proves uncontactable by Sunday 1 April, uncollected works will become property of the City and may be disposed of.

Prizes and Judging

- 24) Prize categories are as follows:
 - **Most Outstanding Work \$1,000**

This overall prize will be awarded to the most outstanding piece.
 - **Popular Choice Award prize to the value \$250**

Viewers of the exhibition can vote for their favourite artwork (one entry only per viewer) by placing an entry in the ballot box. The work that receives the most nominations at the close of the exhibition will be awarded a prize. Nominations start at the exhibition opening and end at 3.00pm Saturday 31 March.

All entries will be judged on artistic merit by a panel of judges selected by the City.

- 25) Judging will take place at Lakeside Joondalup Shopping City. The winner of each category will be notified by the event coordinator.
- 26) The decision of the judges in relation to any aspect of the competition will be final and binding upon every person who enters the competition.

Copyright, Insurance and Legalities

- 27) It is a condition of participating in the exhibition that each entrant sign any documents and/or legal releases as provided by the City.
- 28) In the occurrence of unforeseeable circumstances, the City of Joondalup reserves the right to cancel the event.
- 29) Photographs taken during Urban Couture by a certified photographer may be used by the City of Joondalup for promotional or archival purposes and by participating models for portfolio purposes.
- 30) Entrants are responsible for satisfying all copyright requirements should they have quoted from any applicable material.

- 31) The artist warrants that, to the best of their knowledge, there is no cultural, religious, legal or other reason that prevents the artist's entry from being exhibited, published or reproduced.
- 32) Insurance of artworks while in transit is the entrant's responsibility. Once delivered to the venue they will be covered for accidental damage, fire and theft only, and this cover is only for the period between the date of delivery and pickup. Insurance protection covers works valued between \$100 and \$10,000 only.

Event Information

- 33) Further information including run sheet, access details and venue maps will be provided at a later date, should the applicant be successful.

POP UP PARADES

Fashion Designers

Applications

- 1) Participation in this event is deemed acceptance of the terms and conditions of entry.
- 2) Entries for all pop up parades are free of charge.
- 3) If entering a garment into the wearable art pop up parade, the same garment may also be entered into the Art of Fashion exhibition
- 4) The applicant undertakes that the garment/s submitted are the applicants own work. Entrants are not expected to design new garments for Urban Couture and are permitted to showcase garments from past collections, so long as they meet the categories of entry.
- 5) Applicants must be aged 14 years and over. A parent or guardian must acknowledge permission on the expression of interest form if entrants are under 18.
- 6) Multiple entries are permitted, subject to the following: (a) each entry must be submitted separately and (b) each entry must be substantially unique.
- 7) Applicants may submit an entire collection (at least 10 garments) for consideration in a standalone fashion parade and/or enter individual garments under the three available categories:
 - **Street Instinct** - This section covers all casual wear including sportswear, beachwear and leisurewear;
 - **Night Owl** - This section covers after five and evening wear including formal wear;
 - **Wearable Art** - This section allows entrants' full creative talents to be paraded. Construction and material is left to the imagination of the entrant.
- 8) Applicants must send a photograph or sketch of each garment entered to kelly.price@joondalup.wa.gov.au citing the garment name as the image title. If submitting an entire collection, images can be included in the same document as long as individual garments are clearly identified.
- 9) Garment descriptions can be no longer than one minute and may be announced by a Master of Ceremonies while models are on the runway.
- 10) Expression of interest forms must be received by 30 November 2011. The City will not be responsible for any late, lost, misdirected entries, or incomplete or incorrect entrant contact details.
- 11) All entries, including photographs, submitted become the property of the City of Joondalup. The City is entitled to use any of the entries submitted for any purposes at its discretion, including for any future promotion, marketing and publicity purposes.
- 12) Each entrant warrants to the City of Joondalup that each photograph submitted is a photo of the entrant and/or another participant who has agreed for their photo to be submitted.
- 13) If selected, entrants must make themselves available in Perth from 31 March – 1 April 2012 inclusive.

Delivery and Collections

- 14) Designers are responsible for delivery of garments and accessories to the event venue and collection of garments and accessories immediately after each fashion parade.

Equipment and Staging

- 15) The City of Joondalup will provide full staging and production as required. Music will be provided for all categories.
- 16) Backstage facilities including full-length mirrors and clothing racks will be provided. Please note that exclusive access to this equipment cannot be guaranteed. Should additional equipment be required, it is recommended that designers provide at the event.

Models

- 17) Designers are permitted to provide their own models. Should models be required, the City of Joondalup may source on the applicants behalf.

Hair and Makeup

- 18) If designers are providing their own models, they may advise models to arrive with hair and makeup complete. Should hair and makeup stylists be required, the City of Joondalup may source on the applicants behalf. Hair and makeup is at the discretion of backstage stylists unless advised prior.

Prizes and Judging

- 19) A collection of pop up parades will be chosen for judging. A selection of industry members will form a judging panel and formally critique each garment based on design skills, creativity, fashion awareness and technical skills. **Fashion designers are eligible for a prize pool of \$2000.** Please note that garments will not be judged prior to the event based on workmanship. Winners from each category will receive a prize and onstage presentation.

Copyright, Insurance and Legalities

- 20) It is a condition of participating in the event that each entrant sign any documents and/or legal releases as provided by the event coordinator.
- 21) In the occurrence of unforeseeable circumstances, the City of Joondalup reserves the right to cancel the event.
- 22) The City of Joondalup will not be liable to any entrant for loss or damage to any garment or article.
- 23) Photographs taken during the Joondalup Festival by a certified photographer may be used by the City of Joondalup for promotional or archival purposes and by participating models for portfolio purposes.

Event Information

- 24) Further information including run sheet, access details and venue maps will be provided at a later date, should the applicant be successful.

STRIKE A POSE EXHIBITION

Curatorial Brief

Strike a Pose promotes contemporary photographic practices.

The judges are looking for works that make an original and striking statement about the West Australian fashion industry. We are looking for images that will engage and intrigue the audience, invoke new perspectives and thoughts.

Works should incorporate the photographer's skill, individual concept and style to reveal a unique observation.

You may portray West Australian designers, models or an avant-garde representation of the fashion industry. We are looking for studio style shots with a human element. Photographers do not necessarily need to develop new works and existing works may be entered.

Applications

- 1) Participation in this event is deemed acceptance of the terms and conditions of entry.
- 2) Multiple entries are permitted, subject to the following: (a) each entry must be submitted separately and (b) each entry must be substantially unique.
- 3) Expression of interest forms must be received by **30 November 2011**. The City will not be responsible for any late, lost, misdirected entries, or incomplete or incorrect entrant contact details.
- 4) Applications, including prints and digital files on disc, become property of the City of Joondalup.
- 5) If selected, entrants must make themselves available in Perth from 19 March – 1 April 2012 inclusive.

Specifications, Format and Reproduction

- 6) Due to the public location, works must be suitable for viewing by all age groups. The City reserves the right to pre-select works for exhibition.
- 7) Work may be colour or black and white.
- 8) All works must be submitted in **portrait format**, as works will be exhibited vertically.

- 9) The size and scale (A2 or 594 x 420 mm) of the reproduced and exhibited work is compatible with the 35mm format.
- 10) For **selection purposes**, you must submit a quality 8" x 12" print, which is compatible with the 35mm format addressed to the Special Events Officer. When posting the print, please include the photographer name and title of work on the back of the print.
- 11) For **reproduction purposes**, you must submit a 300 dpi tif file on disc addressed to the Special Events Officer. When posting the digital file, please label with the photographer name and title of work.
- 12) Original submissions will be scanned by the image production house and reproduced to the scale of A2 or 594 x 420 mm. Your submitted image must conform to this ratio and size, which is calculated to be compatible with the 35mm format.
- 13) Images will be reproduced as supplied and will not be cropped if they fulfil the ratio and size of 594 x 420 mm.
- 14) Works will be enlarged and reproduced to the scale of 594 x 420 mm. Therefore, the submitted work must be of sufficiently high quality (eg. sharp, clear, good contrast, well-exposed images) for the reproduction and printing process.
- 15) The City of Joondalup will fund the reproduction of images, the installation and exhibition system. Images will be printed digitally and displayed on a magnet tracking system.

Remuneration and Artist Fees

- 16) The exhibition is a free non-profit event. Entries for the Strike a Pose exhibition are free of charge.
- 17) Entrants may have the option to offer their works for sale. The artist will set the sale amount and receive sale income. A 20% commission on the nominated sale price will apply.
- 18) All unsold works will be returned to the entrant.

Delivery and Collections

- 19) The City will deliver works to the exhibition space. Display of works will be at the discretion of the City based on curatorial specifications.

- 20) All unsold works must be collected from the City of Joondalup offices on Monday 2 April during opening hours.
 - 21) Entries shall not be removed from the venue until after the close of the exhibition.
 - 22) Any works not collected within the specified timeframe shall be dealt with at the discretion of the City, at the entrant's expense. If the entrant proves uncontactable by Monday 2 April, uncollected works will become property of the City and may be disposed of.
- 31) It is a condition of participating in the exhibition that each entrant sign any documents and/or legal releases as provided by the City.
 - 32) In the occurrence of unforeseeable circumstances, the City of Joondalup reserves the right to cancel the event.
 - 33) Photographs taken during Urban Couture by a certified photographer may be used by the City of Joondalup for promotional or archival purposes.
 - 34) The artist warrants that, to the best of their knowledge, there is no cultural, religious, legal or other reason that prevents the artist's entry from being exhibited, published or reproduced.
 - 35) Insurance of artworks will be covered for accidental damage, fire and theft only, and this cover is only for the period between the date of delivery and pickup. Insurance protection covers works valued between \$100 and \$10,000 only.

Prizes and Judging

- 23) **A \$1000 prize for Most Outstanding Work will be awarded to the most outstanding piece.** All entries will be judged on artistic merit by a panel of judges selected by the City.
- 24) Judging will take place at the exhibition venue. The award winner will be notified by the event coordinator.
- 25) The decision of the judges in relation to any aspect of the competition will be final and binding upon every person who enters the exhibition.

Copyright, Insurance and Legalities

- 26) You grant the City the right to maintain a digital copy of the work; enlarge and adapt the work for the format of the exhibition; and exhibit the reproduced work in the blend(er) gallery between 20 March – 1 April 2012.
- 27) You warrant that you are the owner of all copyright in the work or have obtained all necessary approvals to permit the use of the work in the exhibition.
- 28) The City may reproduce the work (or any part of it) in any media format, including but not limited to advertisements, postcards, brochures, posters and website for promotional purposes.
- 29) Whilst the City will take care to ensure the integrity and quality of the reproduced work, you acknowledge that enlargements and slight variations to the work may result from adapting the original work or the printing process.
- 30) Whilst the City will take care to protect and maintain the original work, you acknowledge and agree that you will not be entitled to claim compensation for any damage to the original work whilst in the care of the City.

Event Information

- 36) Further information including exhibition details and venue maps will be provided at a later date, should the applicant be successful.

