



Art Meets Fashion Information Sheet

[Art Meets Fashion](#) is organized by [The San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) to initiate collaborations between established fashion designers and visual artists of excellence to showcase the creativity in San Diego. One of the goals of this project is to encourage local teens to be involved in the Arts by giving them opportunities through lesson plans developed from the exhibition and products created.

[SDVAN](#) and [FOCUS](#) are pleased to announce the launch of a new collaboration between the fashion and art worlds in San Diego. [Guidelines and Application](#) are now available, All initial applications will be due by May 15, 2010.

[SDVAN](#) and [FOCUS](#) have embarked on a project to enliven the SD art scene by cross pollinating the fashion and art worlds. By putting together teams consisting of an artist, a fashion designer, a teacher and a documenter, we hope to encourage products with immense creative energy. The teams will collaborate and mentor each other to gain new skills. The collaborations will be showcased April 2011. Finale events will include:

- VIP fashion show on Thursday, April 28 at the [San Diego International Airport](#)
- Series of independent exhibitions for each of the teams at 2-3 hubs including the [NTC Promenade at Liberty Station](#)
- One group show, which will present highlights of each team at the San Diego International Airport from April - Sept 2011. (located in Terminal 2, baggage claim)
- Lesson plans created by the teachers involved in the project will be posted and results featured in a special exhibition.
- [Art Meets Fashion Fringe](#) events
- Art Meets Fashion online competition featured on [Zhibit.org](#) coming in June

The exhibition will feature the results not only of the collaboration of the artist and fashion designer, but also the documentation of the process by talented videographers, writers and photographers. An exciting component of the team is the educator who will be asked to create lesson plans for their classrooms and general publication. Priority will be given to teachers who work with at risk teens. Our goal is to include teens within the teams when supervision by teachers can be provided.

The Project

Upon approval of initial applications, teams consisting of an artist, a fashion designer, a documenter and an educator will be assigned and collaborative projects will begin. The goal of this collaboration is to create a marketable product (either garment or art work) for display in a fashion show and exhibitions at galleries and boutiques and to create lesson plans to be used in ongoing, youth-focused educational programs.

Part-one: Application Process

Part-two: Final Proposal theme approval, exhibition consisting of products and documentation, VIP fashion show launch and exhibition receptions.

Part-three: The Educators who have designed lessons plans will teach those lessons in their schools and the best results of those classes will be featured in an exhibition. At Risk student are encouraged to participate.

PART-ONE

For more information: www.ArtMeetsFashion.org

[San Diego Visual Arts Network](#) (Public Charity 501 (c) 3 EIN #205910283)

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 www.SDVAN.net 760.943.0148 info@sdvisualarts.net



Criteria for project submission

Submissions are invited from emerging and established visual artists and fashion designers, documenters and educators in San Diego County. Note: application submissions may be previously released works, finished garments or sketches. Applicants are encouraged but not required to put their own teams together before submission.

See separate Guidelines for Applicant Requirements, Qualifications and Checklist – Public Meeting April 22, 2010 from 5:30 to 7:30 at FIDA to explain and assist completion of application.

All finalist teams must be able to attend the Final Event on April 2nd, 2011. Emerging and established designers must be eager and agreeable to a mentor/mentee experience. All finalists must be team players, have excellent communication skills and be able to meet deadlines

*Note the theme chosen on the initial application is subject to change on final project and is based on team approval. Applicants may but are not required to choose from the following design concepts. Applicants may create their own theme:

- | | | |
|-------------|---------------|-------------------------|
| *Casual | *Evening Wear | *Model |
| *Erotic | *Ethnic | *Paper |
| *Futuristic | *Music/Dance | *Repurposed/Sustainable |
| *Teens | *Political | *Portrait |

Submitting Initial Application

Submissions may be done in person, or via email to info@artmeetsfashion.org. Submissions must include all of the above-mentioned criteria. Remember the selection panel may not be in the area of visual arts or fashion. Make your project descriptive, interesting and understandable. The deadline for submission is **5:00 PST, Saturday May 15, 2010.**

Selection of Collaborative Teams

A panel of experts from the community, creative industries and academia will review the submissions. Selection criteria will include originality, consistency of theme, creativity, innovation, and the quality of the written and visual submission. The panel will endeavor to put teams together if a team submission was not submitted. Members of the teams will be assigned based on individuals' expertise and overall creative compatibility. Chosen participant teams will be notified via email on **Thursday, July 15, 2010**. Upon confirmation, teams will begin collaborative project.

PART-TWO

The goal of this project is to create in a collaborative manner wear-able and marketable garment(s) or art work(s) that will be exhibited in various art galleries, museums and boutiques in San Diego County. The process will be documented for exhibition purposes and organized into a lesson plan by an educator. The four-member team will work together for the entire project. Visual Artists and Designers must be eager and willing to participate in a mentor/mentee experience. Teachers are encourage to include their students in the projects.

Proposal Guidelines

Teams will collaboratively choose a final theme. A panel of experts from the community, creative industries and academia will then evaluate the final project proposal to ensure consistency of theme and quality of work. Products must be constructed with wearable and marketable materials. They can be created in any color or size and can be constructed for a male or female, adult or child. Art work can be created in any media but attention should be paid to display requirements for individual venues.

Deadlines

For more information: www.ArtMeetsFashion.org

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Once teams have been announced on July 15, 2009, members will have two months to decide on theme and materials. Project proposals will be due no later than **Wednesday, September 15, 2010**. Project proposals must include design/concept drawings or patterns, color scheme and materials to be used. Proposal submissions must be done in person by appointment only. Location TBD.

Finished garment(s) and/or art works will be due no later than **Tuesday, February 15, 2011**. If the team would like a stylist to assist with accessorizing, submit your request to info@artmeetsfashion.org.

Team Criteria

Designers/Artists: Consistency of theme, Wear-ability and marketability of products produced, Creativity – Originality, Innovation uniqueness, Workmanship – use of materials and finishing is very important

Documenters: Attention to detail and over-all organization of documentation , Originality and uniqueness of concept for presentation of documentation , Quality of presentation medium and relevance to theme

Educators: Lesson plans fit into curriculum of school, Able to implement in school, Reading list, material list and suggested variations are well researched, Lesson plans are complicated enough to be challenging and simple enough to be elegant

Example of proposal: Recycled Circles: Take a used garment and recycle it into an artwork. Recycle an artwork into a wearable garment. Document the previous use of the work and the process to convert it as well as the end result using recycled materials as much as possible. Showcase both the garment and the artwork using recycled display elements. Lesson plan explores green processes of recycled everyday waste materials and uses recycled mediums of all kinds to create wearable garments and art works.

PART-THREE

The educators are a vital part of this project. It is hoped especially that at risk teens will find inspiration in the fashion and art world for careers in the fashion and art industry. The lesson plans designed by the educators will be taken back to their schools and used in the classroom. An exhibition of the best results of these lesson plans will be featured in a future exhibition sponsored by SDVAN and FOCUS. Educators are encouraged to involve volunteer students in the collaborative project as observers or participants.

FINALE | Peoples Choice Awards & Fashion Show

This is an opportunity for community to participate by indicating their favorite products. Designs and art work will be voted on during the reception for the exhibitions on a date TBD. A VIP fashion show is planned as a launch for the project on Thursday April 28, 2011 at baggage claim of Terminal 2, SD International Airport. Opportunities for demonstrations and outreach panels will be available for those interested.

Collaborative Design Project Benefits

Team members will substantially benefit from this collaboration through:

- Exposure to a broad audience base
- Exhibition/Sales opportunities
- Networking with a wide range of new professional contacts
- Recognition by peers and industry leaders
- Documentation of work including event catalog
- Contribution to art education for the youth of the San Diego region

Important Deadlines

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- Guidelines issued March 15, 2010
- Information Meeting April 22, 2010 from 5:30 to 7:30 at FIDA
- Applications due May 15th 2010.
- Teams will be announced on July 15, 2010
- Project proposals (Design/Concept Drawings, and materials) due by Sept 15, 2010
- Finished Designs due by February 15th, 2011
- Final Reception/Event April/May, 2011
- Designs showcased for minimum 2 weeks in San Diego County during April/May

Participation Time Estimates: One meeting with team between June and Sept (plus email correspondence - 4 hours, Two further meeting with team between Sept and Feb - 4 hours, Creation time for the exhibition – 20+ hours, Installation of exhibition – 4 hours, Attendance at Fashion show and opening events at venue – 6 hours. Total: approx 40 hour over the course of one year. Possibly less hours for educator and documenter.

The San Diego Visual Arts Network (non-profit Public Charity 501 (c) 3 EIN #205910283) has a mission to improve the clarity, accuracy and sophistication of disclosure about San Diego's artistic and cultural life. We are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a website with a directory and events calendar and facilitating numerous collaborations on visual arts projects, we hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region. SDVAN list 1600 visual arts resources, has 4,000-5,000 unique visitors to our website per month and get over one million hits a year. We have approx 35,000 on our opt-in mailing list. SDVAN exhibition resume includes: [Little & Large](#), [Movers and Shakers](#), [SD Art Prize](#), [New Contemporaries](#).

FOCUS (Fashion Opportunities Connect US) is a fashion industry networking organization for emerging professionals with goals to:

Connect - create a community for those in fashion related industries to NETWORK, LEARN & GROW

Promote - generate exposure opportunities for the emerging fashion market - designers, stylists, manufacturers, e-tailers, boutique owners, fashion students & other entrepreneurs

Inspire - expose the San Diego consumer base to the independent fashion scene in San Diego through the Passport to Style, Art Meets Fashion, and other related events

Educate - build a platform where experienced professionals can share their knowledge with the next generation

Give back - build the scholarship program and create means to donate to fashion related charities in San Diego

For more information: www.artmeetsfashion.org

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