

APOLDA EUROPEAN DESIGN AWARD 2020

Apolda, 9 May 2020

In 2020 the APOLDA EUROPEAN DESIGN AWARD will be awarded for the tenth time. Initiated in Apolda in 1993, the APOLDA EUROPEAN DESIGN AWARD is the second-oldest fashion design prize in Germany. The event has become an important springboard for talented young fashion designers and can look back on a significant number of highly successful awardees.

The chief aim of the APOLDA EUROPEAN DESIGN AWARD is to support and promote promising young European fashion designers.

The competition is organised by the Apolda Region in the Weimarer Land District of Thuringia. This region is the centre of the German knitwear industry and firmly established as a player in the European fashion industry. The historic traditions of the sector look set to be successfully carried into the future.

Since 2002 the competition has been open to renowned European fashion colleges and their graduates alone. As a result of this clear focus, the APOLDA EUROPEAN DESIGN AWARD has earned something of a reputation as an astute talent scout for European up-and-coming fashion designers.

A key innovative feature of the competition is the APOLDA DESIGNER NETWORK. In cooperation with the internationally renowned Bauhaus University in Weimar, aspiring young media artists will produce a fashion clip of each of the collections submitted. These clips provide a communication and presentation forum that promotes exchange between the elite of young fashion designers and established industry leaders through the latest digital media.

For 2020 the successful concept of the APOLDA EUROPEAN DESIGN AWARD will be refined and carried forward with a select number of excellent fashion colleges and their outstanding fashion design graduates.

For the organisers:

Rüdiger Eisenbrand

Mayor
Apolda

Christiane Schmidt-Rose

District Administrator
District Weimarer Land

Michael Leiprecht

Chairman Wirtschaftsförder-
Vereinigung Apolda-Weimarer
Land e.V. (Apolda Business
Development Association)

Competition Terms and Conditions

Please read carefully!

Art. 1 - Organiser

The competition is organised by the city of Apolda, the Weimarer Land District and the Apolda Business Development Association (Wirtschaftsförder-Vereinigung Apolda e.V.). The initiative is supported by the Thuringian Ministry for Economy, Science and the Digital Society and held under the aegis of the minister.

Art. 2 - Teilnahmebedingungen

The APOLDA EUROPEAN DESIGN AWARD 2020 is targeted exclusively at the following European fashion colleges which have been selected by the organisers:

Czech Republic

- Academy of Arts, Architecture and Design Prague

Denmark

- Designskolen Kolding

Finland

- Aalto University
School of Arts, Design and Architecture Helsinki

France

- École Duperré, École supérieure des arts appliqués Paris

Germany

- Weißensee Kunsthochschule Berlin
- Universität der Künste Berlin
- Fachhochschule Bielefeld
- Burg Giebichenstein Kunsthochschule Halle
- Hochschule für Angewandte Wissenschaften Hamburg
- Hochschule Pforzheim
- Hochschule Trier

Hungary

- Moholy-Nagy University of Arts and Design Budapest (MOME)

Italy

- Politecnico di Milano /Scuola del Design

Netherlands

- ArtEZ Institute of the Arts Arnhem

Poland

- Strzemiński Academy of Art Łódź (ASP)

Spain

- ESDi - Escola Superior de Disseny, Sabadell Barcelona

United Kingdom

- Ravensbourne College London

The fashion design departments of these colleges will each put forward two of their best fashion design graduates of 2018 or 2019 and have them submit their degree pieces (BA or MA) for assessment. Graduates of other years will not be admitted to the competition.

Art. 3 – Assessment Criteria:

- Independent and directional concept and design
- Innovation value – visionary elements, technological impulses
- Quality of realisation and presentation
- Up to date functionality

Art. 4 – Graduate Nomination for the Competition

By 31 October 2019 (closing date for nomination) all candidates must be nominated by their professors using the nomination form.

Art. 5 - Graduate Registration for the Competition

By 30 November 2019 (closing date for registration)

all candidates must have submitted the following:

- Registration form, fully completed and signed
- Portrait photograph or digital equivalent
- Photocopy of the degree certificate (or, if it has not yet been issued, a letter from the college confirming that the course has been completed and the degree obtained)
- For the magazine accompanying the project the following documents are required in a digital format:
 - Detailed CV in German and English)
 - Portrait photograph (jpg; 300 dpi)
 - Photographs of the outfits (jpg; 300 dpi)
 - Sketches of the outfits (jpg; 300 dpi)

Art. 6 - Submission of Final Degree Projects (BA or MA) for the Competition

By 15 January 2020 (closing date) all candidates must submit their complete final degree project (BA or MA) alongside the following:

- Submission form, fully completed and signed
- Written thesis (BA or MA, photocopies acceptable)
- Abstract of the thesis (BA or MA) in either English or German, one A4 page
- Originals of the final degree project (BA or MA, min. 5, max. 8 complete outfits, womenswear or menswear), each displaying first name and surname of the graduate and the name of the college. Should the collection include accessories, these can also be submitted.
- A sketch of each outfit, A4 format, each marked on the back with the first name and surname of the graduate and the name of the college and providing detailed technical description, information about material and colour.
- A colour photograph of each of the original outfits (minimum format A5, each marked on the back with the first name and surname of the graduate and the name of the college).
- The jury reserves the right to select the outfits presented during the awards ceremony.

Please send the registration documents listed in Art. 5 to the following address by 30 November 2019 (closing date):

Wirtschaftsförder-Vereinigung Apolda-Weimarer Land e.V.
APOLDA EUROPEAN DESIGN AWARD
Am Brückenborn 5
D-99510 Apolda
Contact: Inge Wollweber
Tel.: + 49 (036 44) 5164006
Fax: + 49 (036 44) 5164007
e-mail: info@wifoe-ap.de
www.apolda-design-award.de

Please send the collections and written thesis listed in Art. 6 to the following address by 15 January 2020 (closing date):

„Hotel am Schloß“ Apolda
APOLDA EUROPEAN DESIGN AWARD 2020
Jenaer Straße 2
D-99510 Apolda

Should you want to deliver the items specified in Art. 6 in person, please make an appointment. No personal deliveries can be accepted without prior arrangement.

Please address any questions you may have to the Wirtschaftsförder-Vereinigung Apolda-Weimarer Land e. V. or to the college project coordinator:

College Project Coordinator
Urbanstraße 78
D-70182 Stuttgart
Contact: Anette Frankenberger
Tel.: +49 (711) 50449727
Mobil: +49 (0173) 2109 880
E-Mail: anette.frankenberger.2109880@gmail.com

Art. 7 - Transport Cost / Insurance

- Candidates agree to cover the cost of sending all required items and documents to Apolda and to procure the necessary insurance.
- The organisers will cover the cost of returning all competition items and documents. They will also cover the cost of insurance for the duration of the stay in Apolda. The organisers **will not be held liable** for any presentation-related damage to any of the items submitted to the competition (during jury work, award ceremony or other fashion events).

Art. 8 - Copyright

All work submitted remains the property of the sender. The organisers reserve all publication rights within the framework of the APOLDA EUROPEAN DESIGN AWARD 2020.

The organisers reserve the right to use all work submitted and images thereof free of charge until **31 July 2020** for the following projects: fashion shows, presentations for companies in the fashion industry, publications in the press, on television and on the Internet, APOLDA DESIGNER NETWORK, exhibitions, publications about the competition or any other activities considered necessary to advertise the competition and the participating graduates.

Art. 9 - Data Protection

Personal data – names, addresses, telephone numbers, email addresses and account information – of the participants in the APOLDA EUROPEAN DESIGN AWARD 2020 are collected, processed and used. The above-named data will be used solely for the purposes of the participation in the APOLDA EUROPEAN DESIGN AWARD 2020 and will be treated confidentially. The data will be stored in the organiser's EDP system. Personal data will only be passed on to third parties for the purposes of realising subprojects (magazine, network etc.). Personal data will be deleted in accordance with legal requirements.

You may at any time exercise your rights to access, correct, block and delete your data without stating any reasons. For further information or to object to the collection and processing of your data, please contact info@wifoe-ap.de.

Art. 10 - Prizes and Jury

The APOLDA EUROPEAN DESIGN AWARD 2020 carries a total value of **30,000 Euro**.

A jury of representatives from the fields of design, industry and media determines the winners and decides upon the distribution of the sum. The deliberations of the jury are confidential and secret. The jury's decision is final and binding.

The participating graduates will be invited to the award ceremony in Apolda. The graduates and their works will be presented in the accompanying magazine and the fashion clips.

Art. 11 - Award Ceremony and Fashion Show

The award ceremony will be held on **Saturday, 9 May 2020** in Apolda in the presence of all competition participants. It will be accompanied by a fashion show featuring the original outfits submitted by the graduates.

Art. 12 - APOLDA DESIGNER NETWORK

An important component of the competition is the APOLDA DESIGNER NETWORK. Students of the Bauhaus University Weimar will produce short film portraits of each participant. These 'Fashion Collection Clips' – about 60 seconds in length – will be accessible online in a 'digital showroom' (web.tv). The Apolda Designer Network makes use of the latest forms of presentation and circulation in order to create new channels of communication that facilitate anything from project-related exchange with interested parties in the fashion industry to offers of employment. All participants in the competition will be featured in the APOLDA EUROPEAN DESIGN AWARD 2020 Magazine.

Art. 13 - Personal Attendance

All entrants engage to attend the APOLDA EUROPEAN DESIGN AWARD ceremony **on Saturday, 9 May 2020 in person**.

Entrants will in due course receive a detailed programme of the events planned for their stay in Apolda.

Please keep us informed about any changes in your address, telephone number and email address by contacting Ms Anette Frankenberger (contact details in Art. 6)

Art. 14 - Arrival and Departure

All participants in the competition undertake to **arrive in Apolda by 5:00 pm on Friday, 8 May 2020. The scheduled departure day is Sunday, 10 May 2020.**

The organisers will take care of accommodation for the participants. Any guests accompanying a participant (max. two people) will have to be registered **by 21 March 2020 at the latest** and will be responsible for the cost of their accommodation. (Please register your guests by email info@wifoe-ap.de)

Art. 15 - Travel Costs

The organisers will cover travel costs, accommodation incl. breakfast and board (1 x day rate of €15.00, arrival/departure day €15.00, total €30.00).

- From Germany: 2nd class train journey
- Participants arriving by car can claim a flat-rate reimbursement of € 0.15/km. There will be no reimbursement for the use of a rental car.
- Participants arriving from elsewhere in Europe can claim reimbursement for a 2nd class train journey or an economy class flight

Entrants are kindly asked to pay their travel costs in advance. They will be reimbursed upon presentation of receipts (not applicable for participants coming by car) when they arrive in Apolda.

Art. 16 - Declaration of Consent

By signing the competition registration form, the entrant declares that he/she accepts the terms and conditions (Art. 1-16) governing the competition.

JURY

Karin Veit – Head of the Jury
Designer

Iris von Arnim
Designer and Businesswoman
Honorary Member of the Jury

Mona Buckenmaier
Business Development Manager
RIANI GmbH

Marcello Concilio
Press Spokesman / Head of Corporate Communication & PR
Ernsting's family GmbH & Co. KG

Elke Dieterich
Fashion Editor
Textil/Wirtschaft
Deutscher Fachverlag GmbH

Elke Giese
Trend Analyst / Fashion Journalist

Mike Gruendel
HUGO BOSS AG
Head of Design BOSS Menswear

Tanja Hellmuth
hellmuth.TANJA HELLMUTH STUDIOS

Matthias Jobst
Division Head, s.Oliver Casual Men
s.Oliver Bernd Freier GmbH & Co. KG

Dominique Lang
Managing Director, Breuninger Erfurt
E. Breuninger GmbH & Co

Andrea Karg
Founder/ Creative Director
ALLUDE

Matthias Klein
CEO Orsay International

Isa Petereit
Deputy Editor-in-chief
Brigitte
Gruner+Jahr GmbH & Co KG
Redaktion Brigitte

Peter Paul Polte
President of the European Fashion Institute, Frankfurt/Main
Fashion Journalist
Honorary Member of the Jury

Gerald Rosner
Managing Director
strickchic GmbH

Grit Thönnissen
Fashion Editor
Tagespiegel

Jörg Weber
Managing Director
Rabe Moden GmbH

Jennifer Wiebking
Fashion Editor
Frankfurter Allgemeine Sonntagszeitung

ALLUDE



IRIS vARNIM

MARCCAIN

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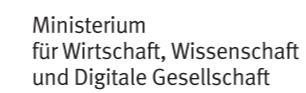
RABE



s.Oliver



strick|chic



INVITATION TO COMPETE