CALL FOR ENTRY

EMERGE

IIDA NE *fashion show*

IIDA NE FASHION SHOW 11.03.22
#IIDANEemerge22 @iidanefashionshow

IIDA | NEW ENGLAND chapter

the event

WHEN

Thursday, November 3 2022

WHERE

BIG NIGHT LIVE
110 Causeway Street
Boston, MA 02114

deadlines

STEP 1	Thursday, July 21
STEP 2	Friday, September 9
STEP 3	Friday, September 30
INFORMATION SESSION	TBA

how to enter

STEP 1

Complete the online "Intent to Enter" form (www.iidane.org/2022FSEntry1) to apply for show participation as soon as possible, as the number of entries is limited. Firm or school name, and a valid IIDA NE membership number for one team member is required. Two designated points of contact (must be employees of the design firm or students/ administrators of the school) are needed to complete the form. Only the designated points of contact will receive communication from the Fashion Show Committee. Once approved to participate, entry applicants will receive a digital Welcome Packet with further information.

STEP 2

Formal entry registration and online payment shall be completed online. Registration to include all vendor / industry partners teamed with the firm or school entry. If seeking partners, teams may e-mail Amber Ghory (aghory@payette.com) to receive contact information for vendors interested in participating.

ENTRY FEE

The fee to participate is **$600** per team.
Only one payment per entry will be accepted. It is the team's responsibility to organize and consolidate split payments such that a single payment in full is received. This payment is required on or before the STEP 2 deadline. Any firm which had shown intent to enter, but misses the payment deadline, will be dropped from the show and their spot forfeited to a party on the waiting list.

STEP 3

Remaining submissions: Entry title, blurb, materials list, and backdrop slide are due via online submission by the STEP 3 deadline.

show information

SHOW FORMAT

This event is a fashion show with a focus on apparel and accessories, presented in front of a live audience and online live stream broadcast. The format of the 2022 fashion show has changed significantly, as this year's venue is substantially different than past locations. In lieu of an elevated 'catwalk', entry models will reveal their look on stage, then proceed to circulate through the audience via a pre-determined path of travel. A preliminary floor plan is included for reference (page 9). Model path of travel is subject to change as event arrangements are finalized.

MUSIC

A DJ will play a continuous mix of music with an upbeat tempo, conducive to "model walking". There is no set time limit per entry presentation, as each model will continuously navigate through the event space from start point to end point along the pre-determined route. Aside from short pauses for posing or showcasing features of the looks, models may not stop during their turn, as the next entry will be following behind.

LIGHTING

Teams incorporating lighting elements into their looks should understand that venue lighting levels may not be adjusted per entry, given the continuous nature of models walking. Light levels in the event space will remain at an appropriate level for filming the show.

looks

Each entry must present a minimum of one "look" [model] that interprets the show's theme: EMERGE. Up to two looks/models are allowed. Looks must be a manageable and maneuverable size and weight **(84" tall and 32" wide maximum)**. Models must be able to walk up and down stairs and ramps of various flooring materials (some without handrails). Models must be able to maneuver their own looks without additional help. Entries consisting of more than one model must represent their designs as two separate, individual "looks" (i.e. models walk as individual entities and do not physically connect to, or rely on one another). Lighting effects may occur during the show and guests may move freely through models' path of travel while the show is taking place.

For the safety of all, please consider while designing;

- Masks, eyewear, headpieces and hairstyles that do not obscure models' vision
- Styles without sharp protrusions, such as horns or spikes
- Avoid long skirt trains, capes, tails and other tripping hazards

team information

VENDOR vs. INDUSTRY PARTNERS

Each design firm or school may team with up to (3) Vendor Partners (furniture dealers, lighting rep groups, manufacturers of architectural products, interior finishes, furnishings, lighting or other interior design products) who are responsible for contributing those products to be transformed into the team's "look(s)". In addition, the Vendor Partners can provide models, fabrication labor, and financial support (i.e. payment of entry fee or late-night work session pizza).

Non-vendors from within the Interior Design industry (construction managers, lighting consultants, MEP consultants, real estate brokers, etc.) are invited to team with design firms as Industry Partners. Teams are limited to one Industry Partner who must contribute to the entry in some way (e.g. by providing models, fabrication labor, or financial support (payment of entry fee, etc.). At least one member of the design firm or school team must be a member of IIDA.

financial support guidelines

This event is not intended to create undue financial burden on vendor and industry partners. It is advised that firms and schools do not ask for any partner to provide more than approximately $1,000 in financial support. This includes the value of donated material, portions of the entry fee, supplies and other team-related expenses. Tickets to the show are not considered "financial support".

PARTNERSHIP LIMITATIONS

Vendor Partners and Industry Partners are invited to consider supporting both a professional entry and a school entry. They are limited to supporting one firm entry and one school entry. Please report partnerships to Amber Ghory (aghory@payette.com) as soon as possible. The Fashion Show Committee tracks teams to ensure there are no redundant ventures.

In an instance where a Vendor Partner is a multi-line rep group, the rep group may only be associated with one firm entry and one school entry, and must decide which line shall be used (only one). The rep group and the manufacturer they represent each take up a vendor partner slot (i.e., RepSource would be one Vendor Partner, HBF would be a second Vendor Partner).

If another of the rep group's manufacturers would like to partner with another firm's entry, only the manufacturer name (not the rep group's name) may be associated with that entry (i.e., Versteel may sponsor a separate entry as Versteel only, not RepSource and Versteel).

In instances where there is a manufacturer and a dealership (i.e., furniture), those are considered two separate vendor partners. Each would take one of the three vendor partner slots on the entry team (i.e., COR would be one vendor partner, MillerKnoll would be a second Vendor Partner).

submission requirements

ENTRY TITLE
A short title/name for the entry. This must be incorporated into the backdrop slide provided by each team.

BLURB
A 40-word or less written description of the entry team's concept will be published in the digital event program.

MATERIALS LIST
A short summary of the products used to fabricate the look. For example, "Mosaic tile, wallcovering and carpet yarn". This information will be displayed on the online live stream so viewers at home can fully appreciate the looks. This list will also be provided to judges.

BACKDROP SLIDE
Each team must generate a digital slide to be displayed on the on-stage projection screen. The slide must be generated from the provided PowerPoint template. One slide per entry. No videos or animations are permitted. Slide must include the name of the entry, as it is informing the in-person audience which look(s) they are experiencing.

preparation

Due to space constraints at Big Night Live, there will **not** be an area for extensive backstage preparations. Hair, makeup, and dressing should occur offsite to the greatest extent possible. Big Night Live will have a 'bullpen' area only, in which models will be provided refreshments, and may make final adjustments to their looks. Restrooms in proximity to the holding area offer mirrors and sinks. Access to power outlets is not guaranteed. IIDA-appointed backstage volunteers will be available to help with simple adjustments and dressing. No additional entry team members besides models are permitted backstage.

IIDA NE is exploring options for off-site preparation space. Once confirmed as available or not, the Fashion Show Committee will contact teams with an update. For planning purposes, please consider that an off-site area is **not** guaranteed.

HAIR & MAKEUP

Teams are encouraged to consider their "total looks", including hair and makeup. Each team is allowed to have hair and makeup partners who, in exchange for their donated services, will receive credit as members of the team in the digital program. Partners are limited to (1) hair stylist and (1) makeup artist per entry.

INFORMATION SESSION

A mandatory information session will be held at Big Night Live several weeks prior to the show (date TBA). At this session, the Fashion Show Committee will review logistics, pertinent information, and any changes to the event. This is an opportunity to ask any and all questions. The order of show entries will also be drawn at this time. While all team members are encouraged to attend this information session, **it is mandatory for at least one member of each entry team to attend**. If no team members from a particular entry attend, the Fashion Show Committee will draw a number for position in the show on the entry's behalf.

REHEARSAL

An expedited rehearsal will take place November 3rd, at the venue, prior to the start of the show. At that time, each team will be able to walk the given route to [similar] music and make any final choreography adjustments.

awards

Awards will be allocated to entries based on the unique perceptions of the event's guest judges. Each team is eligable to win one award, only.

JUDGES WALKTHROUGH

In order for judges to truly understand and appreciate each look, there will be a "judges walkthrough" prior to the start of the show. This opportunity for judges to see designs up close will be brief, and casual in nature. The panel will be advised of each team's material list as they approach each look. Judges may pose simple questions to entries to gain further understanding of the designs, however, overly detailed explanations and 'sales pitches' are discouraged. Fashion Show Committee members will be present to moderate.

Best School Entry

Awarded to the most impressive entry created by a school.

Best Interpretation of Theme

Awarded to the entry that best interprets "EMERGE".

Best use of Materials

Awarded to the entry that most strategically showcases an industry material.

Best Silhouette

Awarded to the entry that has a distinguished shape as compared to other looks.

Most Innovative

Awarded to the entry that best uses creative and original thinking to execute a look.

Flying Colors

Awarded to the entry that best showcases a variety of colors in a compelling way.

Prêt-à-porter

Awarded to the entry with look(s) most apt to be found off-the-rack in a retail shop as ready-to-wear.

Best Hair & Makeup

Awarded to the entry with the most outstanding aesthetic in hair style and makeup application.

rules

- Maximum of (2) models per entry.
- Models are required to be employees of the design firm, vendor partner companies, or industry partner companies.
- At least (1) member of each entry team must be a member of IIDA.
- One design firm/school may work with up to three (3) vendor partners, (1) industry partner, (1) hair stylist and (1) makeup artist.
- No more than 50% of each look may be constructed of fabric (upholstery, drapery and similar). The challenge is to incorporate truly unconventional materials.
- All looks should be fabricated entirely by the Entry team. The use of outside professional tailors is prohibited. Sewed looks are not required; creative fabrication and seaming techniques are encouraged.
- All components of models' ensembles must remain on or with the model. (No pieces of looks may be left behind as model walks)
- No use of the microphone allowed.
- No animals allowed.
- No children allowed.
- No alcohol backstage nor consumption of alcohol prior to entry presentation is permitted.
- Fashion Show Committee Chair/ IIDA NE Executive Committee/ Big Night Live staff reserve the right and are at liberty to disqualify any entry model(s) suspected of unprofessional or inappropriate behavior, poor sportsmanship, or if suspected of being intoxicated.
- The Fashion Show Committee / IIDA maintains the right to use, edit, and / or manipulate any images posted on social media.
- Big Night Live, IIDA, and the Fashion Show Committee are not responsible for lost or stolen items, nor items left behind after the event.

tips

- Teams are encouraged to begin planning early as outfit construction can be time consuming.
- Order materials early, as some factories close during summer months.
- Mixed materials are encouraged in each entry.
- Designate team leaders who will organize efforts, delegate tasks and serve as the coordinator with your partners and point of contact with the Fashion Show Committee.
- Only your designated points of contact will receive communication from the Fashion Show Committee.
- Keep entries tasteful and suitable for an audience of your peers, clients and public at large.
- Models are highly encouraged to remain in show looks during the After Party.
- ALL attendees will be carded upon entering the venue. Please bring proper ID.

keep in touch

Fashion Show Committee members Allison Jones and Amber Ghory are the main contacts for all entry teams, and will be issuing correspondence throughout the 2022 Fashion Show season. Please do not hesitate to reach out with any questions or concerns.

Allison Jones

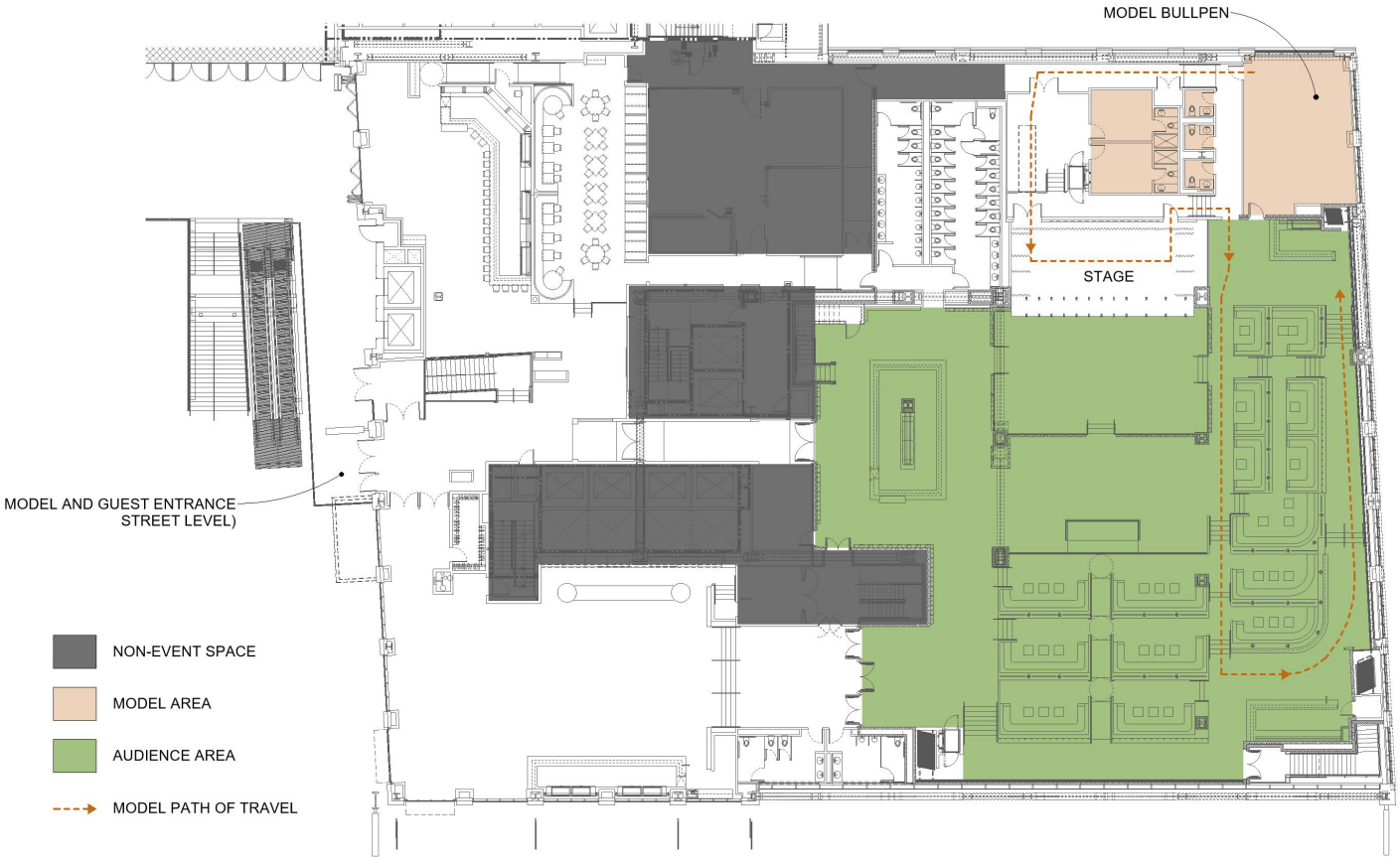
2022 EMERGE Chair and Entry Coordinator
ajones@sasaki.com

Amber Ghory

2022 EMERGE Entry Liaison
aghory@payette.com

venue floor plan

* Floor plan is for diagrammatic purposes only.
  Layout and model path of travel is subject to change as event arrangements are finalized.



CAUSEWAY STREET