



Product Runway

Design Team Rules and Guidelines

This document will give you guidelines and answer the majority of your questions about designing the garment, getting materials and the event. For additional information, contact rules@productrunway.com

KEY DATES

Entry Form AND Fee Deadline: November 12 - December 10, 2007

Send check payable to:
Interior Design Coalition of Washington
PO Box 2152
Seattle WA 98111-2125

EVENT Time and Location:

Friday, May 2, 2007 at 7:00 pm
South Lake Union Naval Reserve
860 Terry Ave N
Seattle, WA

In this document you will find information on:

1. The Design Team
2. Manufacturer Guidelines
3. Judging Criteria
4. Prizes
5. Tickets
6. Critical Dates



1. The Design Team - FIRMS

A team of architects and designers is sponsored by their design firm for an entry fee of \$500. The entry fee includes five team entry tickets to the show. Additional tickets can be purchased through general admission however only team entry ticket holders will be allowed backstage.

One team member must be a student either chosen by the Design Team or we can connect you with one. One team member must serve as the model. We encourage the model to be someone within your firm; however you are allowed to hire a professional at your expense. Your model will take part in the pre show events (pre-judging and rehearsal) as well as the fashion show, so they must be able to attend both - see Critical Dates.

Teams are formed on a "first come first serve" basis determined by receipt of entry form AND entry fee payment. Due to program time limitations, the number of teams may be limited at the discretion of Product Runway. If your firm opts not to sponsor a team, submit an entry form and you will be placed on a waiting list. We will try to place you after the initial sign up period is over, however we cannot guarantee you a space.

Teams are encouraged to showcase their manufacturer's product(s) by using it in a unique and creative way; think couture and ready -to-wear fashion shows in New York and Milan.

Each Design Team will be randomly paired with a product manufacturer at the Product Runway Kick-off Party to be held the first week of January. You will receive an invitation to this event once selected.

Fabrication of the materials into a garment is the responsibility of the Design Team. You are encouraged to do your best to sew and assemble your creation using your own methods. However, outside help is allowed, at your own expense. Please keep in mind the garment needs to be sturdy enough to ensure no "wardrobe malfunctions" and remain intact for at least 2 months after the show. You may use the following for construction but are not limited to: sewing, gluing (minimal amounts) and soldering. Do keep in mind this is a high profile event and you are representing not only your firm but the Seattle design community.

2. Manufacturer Guidelines

Product Representatives will also be selected based upon the "first come first serve" receipt of entry form and payment and factoring a balance of finish categories. The entry fee to sponsor a Design Team is \$500 plus materials and includes one team entry ticket. Again, only team entry ticket holders will be allowed backstage. Additional tickets can be purchased through general admission. The team has full discretion as to the products/materials they want to use from the product lines.



We encourage the Design Team and the Product Representative to work together to design a unique and creative garment. The Design Team has the final decision on the direction and final production of the garment. However Design Teams are requested to be respectful of possible limitations on material supply.

Product Guidelines:

- a. Only use running line materials (no custom colors or patterns allowed)
- b. Request your materials with enough notice - we are all aware of lead times so please be considerate in your requests.
- c. Choose materials in conjunction with your product rep to find out what their manufacturer is willing to provide.
- d. Modesty - the garment must be tasteful as this is a lasting impression for the shows to follow. No exposed breasts or bottoms, no wardrobe malfunctions.
- e. Ownership of Garment: immediately after the show all garments become the dual possession of the Team and Product Runway for display and publicity purposes. The garment may be used for promotion of future events, media publications, charitable auctions, or other purposes to be decided by the team and Product Runway. After the dress rehearsal, the Product Runway committee will take possession of the garment until the day of the show.

If for some reason the Design Team and Product Representative find they cannot work together, we will work with you to find resolution on a case by case basis.

3. Judging Criteria

Your design and garment will be judged on the following

- creativity
- craftsmanship, construction and detail
- use of manufacturer's materials/products
- wear-ability
- model's performance and ability to "work it" on the runway

The first four criteria will be primarily considered during pre-judging. Once on the runway your garment will be judged on its presence on the runway - the wow factor.

Some materials/products are less conducive to becoming wearable fashion without other "connective" pieces. Take liberties as needed, however your garment must clearly feature the manufacturer's product and will be judged accordingly.



4. Prizes

1st, 2nd and 3rd place prizes and bragging rights will be awarded.

5. Tickets

Tickets for the event start at \$50 for general admission, including open seating and the cocktail reception.

VIP tickets at the \$150 level include VIP preferred seating, a cocktail reception, a gift bag and admittance to a VIP backstage reception.

Student general admission tickets are available for \$30. Proof of enrollment required at the door.

The Cheering Section is a pack of 10 general admission tickets for the price of 9 - \$450 total.

For tickets and sponsorship, visit www.productrunway.com

Everyone needs to have a ticket in hand to enter the venue. This will be strictly enforced.

6. Critical Dates

a. Team Formation – Registration opens **November 12, 2007**. Entry deadline **December 10, 2007**

b. Kick - off party - **January 3, 2008** - teams will be paired with manufacturer's representatives. Final rules and packets will be available at this time.

c. **Feb. 1 2008** - Each team must submit to rules@productrunway.com:

- A SKETCH of their garment which will be used for the show. Only the Product Runway Chair and Co-Chair, Organization Lead and the Graphics Lead will review the sketch in advance of the event.
- A CONCEPT NARRATIVE including two to three works that inspired the design.
- A MAKE-UP MAP of your ideas for the hair and make up for the model.
- Your team captain name and contact information, and team member names

The concept and sketch are critical as they will help to determine the order on the runway. Teams must select a team captain through which the Product Runway committee will direct all subsequent communications to distribute to their team members.

d. **March 7 2008** - submit a progress photograph of the garment.



e. **April 1 2008** - submit 5-10 progress photos of the construction of the garment and description. Email your script to: rules@productrunway.com (audio/graphics committee member). Your script is what will be read by the emcee as your model is walking the runway. Please keep this to just a few sentences. You may want to have your model practice walking while it is being read before we have the rehearsal in order to revise if necessary. The Product Runway committee reserves the option of editing for length and clarity.

f. **Late April 2008** (one week before the show) – location, date and time will be announced closer to the event. Garment is due and must be turned in to the Product Runway Organization Committee. Runway order and report times will be emailed to the team captain.

g. **Late April/Early May 2008** (1-3 nights before the show) - MANDATORY Rehearsal location, date and time will be announced closer to the event. It is critical that your team participates. To expedite the rehearsal, we request that only the team captain and the model attend. To maintain the suspense, models will not wear the garment for the rehearsal. Teams are advised to do their own dress rehearsal to ensure their models can walk in the garment. *Note: depending on judges' schedule - the pre judging may take place the morning or afternoon of the event - the model will not be wearing the garment for pre-judging and the team does not need to be present.

h. **MAY 2 2008** Product Runway Fashion Show

Early access for hair and make-up will be announced closer to the event. Cocktails start at 7, runway starts at 8pm. Prizes will be announced once judging is complete. When the results are read the model and design team are invited on stage to accept their prize.