

Fusion+Fashion 2019 – FAQ

Theme – ONE MORE TIME

Q: How do I interpret the theme?

A: The fashion, the dancing and the fun will continue this year at First Avenue. The history and magic of the space will be showcased on the stage by honoring the music trends throughout the decades. We want to explore time as it relates to music and see how you will encapsulate the essence of musical icons through design while focusing on storytelling, concept, stage presence and unique materials!

Pick a musician, pick a decade. We are looking at the 50s, 60s, 70s, 80s, 90s, 00s, and the present. The musicians we know and love have transformed through the decades, creating identities that speak to specific eras and cultures; let's have ourselves a little musical time travel and see the legends in all there many phases of glory. In addition, the selection of musicians will NOT be restricted to those in the stars of First Avenue's mural. We want to know who will inspire your 2019 Fusion + Fashion Creation!

Location

Q. Where is the event being held this year?

A. The iconic First Avenue on November 22ND 2019.

Teams

Q: Is there a limit to the number of people on a team?

A: There is no limit to the amount of people who can assist in the creation of your outfit. There are, however, only two model assistants allowed backstage the day of the event. Those two model assistants will be given wristbands granting backstage access the day of the event. These are non-transferable and assigned to two specific people for the duration of the event.

Q: Who is allowed to participate?

A: While the participants are usually from the architecture and design industry, participation from all industries is highly encouraged. Make your team as diverse as you'd like.

Q: Is there a limit to the number of models per entry?

A: Yes. Up to two models /outfits can be submitted for one registration.

Deliverables/Submission

Q: What are the submission requirements for participating in the fashion show this year?

1. Video: Teams are required to submit a video showing their design process and inspiration to be played during their runway walk. The video is intended to show concept for your design - can show process, inspiration, or just add to the presentation. Final video submissions are due one month prior to the event, October 25. Videos must be MP4 files. Length to be 30 seconds. Video to be played after model enters stage. Runway walk will commence after video concludes.

2. Concept Statement: Up to 25 words Note: reviewed by judges only, the audience will not view this

3. Music Selection: Please provide your music selection in an edited clip, in downloaded MP3 format. Length to be 120 seconds. Music starts as model enters the stage.

Q: What if someone else has picked the icon/decade I want?

A: The teams will be awarded their selected icon+decade in the order received. Provide your top 3 choices of icons+decades in the order you would like and they will be awarded on a first come first serve basis so don't wait to register!

Q: How many of each decade are allowed?

A: Up to 4 icons per decade.

Q: Can an icon be used multiple times in different decades (i.e. Madonna in the 80s vs 00s)?

A: Yes, that is why it is important to submit your artist with their corresponding decade.

Outfit

Q: Can an outfit previously submitted for a different contest be submitted for Fusion + Fashion?

A: No! The submission for Fusion + Fashion 2019 MUST be an original design for this contest alone. If it is discovered that a submission was previously used, no award will be given.

Q: Are there any restrictions on materials used to construct the garments?

A: The 50% use of materials and finishes from the building industry is strongly encouraged and be eligible for an award. Team qualification for judged awards is highly dependent on the "building industry" materials being visibly present on the outfit submitted.

If your team struggles to find resources, please contact the Fusion committee.

Q: Is there a restriction on garment size (width and height)?

A: All entrants will need to take the following into account: when the model(s) is runway ready, they will need to navigate backstage areas that include some stairs (including on the stage), slight overhangs, standard doorways, and winding areas. A rough floor plan will be provided to entrants.

Judging

Q: What is the format for judging?

A: Teams will be required to present their concept and garment(s) to the judges prior to the show. The model(s) and up to 2 team members can attend. The teams will have just a few minutes (usually 2-3, depending on number of overall entries) to present to the judges a concise, prepared concept presentation. The judges may ask questions, but will not guide the presentation. This is mandatory, if you aren't backstage by 5:30PM, you lose your judging spot and are given a 0 in that category.

Q: What awards are available?

A: This year, five awards are available as follows. With the exception of "Top of the Charts", the judges will award all:

Icon (Best in Show) The outfit or outfits that best represent all award categories both during judging and throughout the entire runway show. *Who best encompasses the theme of the show and best presents their concept?* This outfit must adhere to all Fusion+Fashion rules and regulations and best celebrate the theme.

1st Place

2nd Place

Top of the Charts The crowd favorite outfit chosen by the audience via text to vote.

Best Stage Presence The team that inspires the audience through their outfit, song choice, energy, delivery, etc.

Best Hair + Make Up The team that creates the best complete-look of their design carrying it beyond the outfit to hair and make-up.

The Show

Q: When/where is the event this year?

A: Friday, November 22nd 2019 at First Avenue 701 N 1st Ave, Minneapolis, MN 55403

- 3pm – Rehearsal at First Avenue for Team
- 7pm – Doors Open
- 5:30-7:30pm – Mandatory team/model meetings with Judges 1-on-1 for three minutes.
- 8:00pm – Runway Show begins
- A more detailed timeline including your 1-on-1 time slot will be provided closer to the event.

For more information, please visit: <http://www.iida-northland.org/events/fusion.html>