

1. Sew Me What You Got

Overview:

For the fifth consecutive year, Fashion @ Artscape returns, showcasing the cutting-edge talents of the region's most innovative designers. The highlight of Artscape's fashion block is the elevated 50' runway where approximately 10 fashion shows are featured per day. Bordering the runway is 30 of the top local and regional designers displaying, promoting and selling their works. Artscape is FREE and open to the public and is open Friday, July 17, noon-10pm; Saturday, July 18, noon-10pm; Sunday, July 19, noon-8pm.

New for 2009!

Fashion @ Artscape has partnered with Ikea Baltimore to produce a new programming component – the "Sew Me What You Got" competition. The competition consists of three rounds.

2009 Calendar:

Monday, May 4: Application Deadline
Friday, May 8: Contestants notified – 15 Semi-Semi Finalists Announced
Monday, May 18: Garments delivered to IKEA Baltimore
Tuesday, May 26 – Sunday, May 31: Fans Vote for Favorite Garment
Saturday, May 30: Live Models wear Garments at IKEA Baltimore
Friday, June 5: Contestants Notified – 5 Semi Finalists Announced
Friday, July 17 – Sunday, July 19: Artscape
Sunday, July 19 @ 6pm: Sew Me What You Got Competition @ Artscape
Sunday, July 19 @ 7:30pm: Winner Announced

The Competition:

Round 1 - Contestants must design and produce one garment using fabric purchased (by the contestant) from IKEA Baltimore. Contestants must download and complete both sections the proof of purchase form (found on Artscape.org) and retain all receipts from all purchases made for the competition. Contestants will submit online entry form and photo of the garment. The deadline to submit entry form and photo is Monday, May 4, 2009. The fashion at Artscape selection committee will select 15 contestants to advance to Round 2. Instructions for submitting Proof of purchase form and receipts will be presented at this time.

Round 2 – The 15 semi-semi-finalists will have (1) a photo of their garment posted on www.artscape.org, (2) the actual garment displayed on mannequins at IKEA Baltimore the week of May 26, 2009, and (3) the actual garment worn by live models and featured at IKEA Baltimore on Saturday, May 30, 2009. The public will vote on Artscape.org and in the IKEA Baltimore store for their favorite garment during the week of May 26, 2009. Voting will end Sunday, May 31, 2009. The 5 contestants that receive the most votes will go on to Round 3.

Round 3 – The 5 semi-finalists will receive a \$200 Ikea gift card to design and produce five garments using IKEA Baltimore fabric. Finalists will also receive a \$50 gift card to a local fabric store to purchase other materials such as thread, buttons, zippers, etc. Contestants must, again, download and complete both sections the proof of purchase form (found on Artscape.org) and retain all receipts from all purchases made for the competition. Each of the semi-finalists will showcase their five garments on the Fashion at Artscape runway on Sunday, July 19 at 6pm. Models will be provided by Fashion Icons. Three judges will determine the first place winner.

The winner of the "Sew Me What You Got" competition will receive \$1,000. The cash prize winner will receive their prize in the form of a check. Any applicable taxes are the responsibility of the prize winner.

Competition Rules:

- § 80% of each garment must be made out of materials purchased from IKEA Baltimore.
- § Buttons, zippers, liners, thread and other core material may be purchased else where.
- § Contestants must be at least 18 years or older.
- § Contestants must provide proof of purchase form and receipts for all purchases made for the competition.
- § No Lingerie or swimsuits permitted.
- § All designs must be original.
- § Designs must be of sound quality (i.e. cannot fall apart).
- § Decisions of the selection committee and the judges are final.

Application Information:

- Deadline to apply: May 4, 2009
- Only online entries are accepted (via email to joehler@promotionandarts.com).
- Only fully completed application will be processed. Please be sure to include a working email address - All festival information will be emailed.
- Fully complete entry forms will be processed upon receipt of 1 image of your IKEA Baltimore garment. Email images to joehler@promotionandarts.com.
- Each contestant will be notified of their status by May 8, 2009. Only 15 contestants will go on to Round 2.