



Privacy

FASH 2010 – EUROPEAN FASHION AWARD

Where does privacy begin, where does it end? The borders between intimacy and public life are fading thanks to our increasingly digitalized world. The need for security and sanctuary increases. Can fashion act as a retreat – at home or on the go?

Can it protect against observation from all angles and sources? Who knows me, who recognizes me, who has control over me?

The European Fashion Award – FASH 2010 with the title “Privacy” is searching for answers.

FASH has been awarded annually by the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation) – SDBI – since 2005. 1 July 2009 – Registration deadline / 1 October 2009 – Submission deadline.

FASH is open to design students of all disciplines in the fourth semester or higher from all over Europe. There is also a category for graduates. Interdisciplinary submissions are expressly requested.

10.000 euros in prize money. 2.000 euro / 1.500 euro / 1.000 euro fabric vouchers from the Swiss Textile Federation

www.sdbi.de