

Einblick

An exhibition project by the Stiftung der Deutschen Bekleidungsindustrie

European fashion and design schools, which would like to exhibit within the framework of ispovision from July 3 to 5, 2005, can apply for exhibition area from the Stiftung der Deutschen Bekleidungsindustrie (German Apparel Industry Foundation) starting immediately.

Please send us the topic of the work(s), which you want to exhibit, and a concept of how this topic should be displayed by **May 17, 2005**.

Submission deadline: May 17, 2005

Address

Stiftung der deutschen Bekleidungsindustrie
c/o Messe München
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81823 Munich, Germany
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Call for Entrys

European fashion and design schools are invited to exhibit their works in the Einblick (insight) Project within the framework of ispovision – International Trade Show for Sports Style – from July 3 to 5, 2005. This will give you the opportunity to provide the approximately 55,000 trade visitors and more than 2,000 international journalists at ispo with an insight into your abilities as well as have your first experiences and make contacts at an international trade fair.

Topics and presentation types can be chosen freely. The submissions for Einblick can surprise, provoke or display your own professionalism. Regardless of whether industrial design or fashion design, weather-resistant cycling clothing for fashionable women or social phenomena such as the lack of exercise that many children get or special skills of your own college: the only restriction is that it must be within the framework of ispovision - International Trade Show for Sports Style. A concise presentation is important.

Participants

Einblick is directed to colleges or universitys of all design disciplines and fashion schools. Independent works of students or bachelor's and master's theses, which were created in the years 2004 and 2005, can be submitted via a school.

Application Documents

- Project sketch (topic): 500 to 1,000 words (in English) as well as a few photos, sketches, material and color concept or technical drawings, which are required for illustrating the project. If available, we would also be happy to receive complete documentation of the project. Format: Din A4 (210 mm x 297 mm)
 - Presentation concept: Sketch. Maximum format: Cardboard Din A3 landscape (420 mm x 297 mm) A trade fair booth of approximately 20 square meters can be assumed. Wall height (back-lit cloth hanging made of untreated cotton cloth, which can be spray colored or have foil applications, for example): 3 meters.
 - Profile of the college
 - Application form with a list of the submitted documents
- Each individual document must contain the name and complete address on the reverse side.

Schedule

- Submission deadline May 17, 2005
- All participants will be informed by May 31, 2005.
- Booth setup can start on June 27, 2005 and must be finished by 8 p.m. on July 2, 2005.
- Booth dismantling: starting at 5 p.m. on July 5, 2005

Jury

A jury composed of internationally experienced experts from design, fashion, marketing and media will select the participants according to set criteria. The decision of the jury cannot be contested in a court of law.

Prof. Dr. Florian Hufnagel, Director of Die Neue Sammlung (State Museum of Applied Art and Design, Pinakothek der Moderne, Munich)

Ingrid Obhof, Designer for activewear and sportswear brands, Hamburg

Joachim Schirrmacher, Journalist and Design Manager, Hamburg

Florian Weingärtner, Head of Marketing and Communications, Consumer Goods, Messe München GmbH

Judging Criteria

The works will be evaluated according to the following criteria:

- Design quality
- Concept
- Innovation/Vision
- Presentation

Prizes

The selected colleges will receive the following:

- Free trade fair booth of at least 15 square meters. A total of approximately 200 square meters are available. The jury will decide on the precise placement of the colleges and the distribution of the areas among the prizewinners.
- Basic furnishings: back-lit cloth hanging (height: 3 meters), carpet, light
- Integration into the ispo communications: press releases, newsletters, ispo magazine

Guidelines

Costs, Transportation and Insurance

Participation in the contest is free of charge.

The participants cover all cost sending in all contest documents. Unpaid deliveries cannot be accepted.

The foundation assumes the cost of return delivery of the submitted documents.

After the jury meeting, works which have not been selected for Einblick, the archive, or for communication purposes (e.g. further exhibitions, media work) will be returned.

In connection with this, the Foundation reserves the right to use the selected projects for up to six months.

Archive of the Stiftung der Deutschen Bekleidungsindustrie

Selected documentation will remain in the archive of the Stiftung der Deutschen Bekleidungsindustrie.

Rights

All rights to ownership and authorship (all rights) must be those of the participants. All submitted outfits or prototypes remain the property of the participants. Selected documentation will remain in the archive of the Stiftung der Deutschen Bekleidungsindustrie.

However, the copyrights and right of use belong to the participants at all times.

The Stiftung der Deutschen Bekleidungsindustrie reserves all publishing rights for the duration of the Project Einblick as well as for publication purposes, which are directly connected with Einblick (such as the exhibitions, media work or other events).

The applicants obligate themselves to take part personally at Einblick in Munich if they are allotted booth area. The booths must be occupied during the opening times of the trade fair from 9 a.m. to 6 p.m. The booths are guarded from 6 p.m. until 9 a.m. The organizer pays the costs for this. The organizer shall conclude an insurance policy in the amount of the indicated value for each project.

Participants agrees to these conditions by signing the application form.

The Foundation

Einblick is held by the Stiftung der Deutschen Bekleidungsindustrie. It wants to point to the potential of students and colleges with this and at the same time provide them with the possibility to gain experience at an international trade fair. The foundation was established 1977 by the fashion entrepreneur Klaus Steilmann. The foundation's purpose is the promotion of young talent.

Additional information is available at: www.stiftung-bekleidungsindustrie.de

Contact

For questions about the contents of the call for submissions:

Stiftung der deutschen Bekleidungsindustrie
c/o Joachim Schirrmacher
Tel +49 (0)40 - 25 31 88 60
Fax +49 (0)40 - 25 31 88 68
mail@stiftung-bekleidungsindustrie.de

For questions concerning sending in and receiving back the works
Address for sending in the contest materials

Stiftung der deutschen Bekleidungsindustrie
c/o Messe München
Ms. Constanze Fuchs
Tel +49 - 89 949-20 194
Fax +49 - 89 949 97 20 194
Messegelände
81823 Munich, Germany
constanze.fuchs@messe-muenchen.de

Application

Until May 17, 2005 with the following information:

Note: Please use one participation form per submission (per person for groups; copy if necessary). Please inform us immediately of address changes (telephone, e-mail, etc.).

Title of the submitted work
(Avoid real brand names to avoid conflicts.)

Projected insured value of the submission:

Last name, first name

Date of birth

Nationality

For participants with a diploma: Date of the final examination for the diploma

Street address

Zip code/place

Country

Tel. no. (with international dialing code)

Fax

Cell phone no.

E-mail

It is a question of work completed by a team. The members are:

The contact person is (please name one person):

College

Name

Department

Semester

Street address

Zip code/place

Country

Advising professor

Ms./Mr.

Last name

First name

Tel. no. (with extension)

E-mail (direct)

Digital submissions are not permitted.

The following documents must be sent with the completely filled out and signed application forms:

- Project sketch of 500 to 1,000 words (English) Format: Din A4 (210 mm x 297 mm)
- Photos, sketches, material and color concept or technical drawings, which are required for illustrating the project. Maximum format: Cardboard Din A3 landscape (420 mm x 297 mm)
- If available, we would also be happy to receive complete documentation of the project. Format: Din A4 (210 mm x 297 mm)
- Presentation concept: Sketch. Maximum format: Cardboard Din A3 landscape (420 mm x 297 mm)
- Profile of the college
- Proof of matriculation at a European college

I agree to the conditions of the call for submissions. I am the author of the submitted works and am not violating the rights of any third party. I indemnify the organizers against any claims of third parties.

Date, signature