



2023

PRODUCT
RUNWAY

PRESENTS

THE ROARING 20'S



9/22/23 @ 7:30 PM
THE APOLLO ON EMMA
SPRINGDALE, AR

DESIGN TEAMS AND
GARMENT LABEL SPONSORS
REGISTRATION PACKET



2023 Product Runway | Friday, September 22nd | 7:30 PM | The Apollo on Emma, Springdale

Runway event tickets will go on sale Monday, July 10th | <https://scasid-events.com/product-runway1.html>

The South Central Chapter's Product Runway is an avant-garde couture fashion design competition with a bit of a twist. Product Runway, influenced by the concept of the hit reaty TV show Project Runway, is one of a handful of fashion shows of its kind in the country. Product Runway puts teams of interior design & architecture professionals and students in a fashion design competition, creating handmade garments out of standard architectural finish materials such as glass, tile, wallcovering, carpet, wood, etc. Product Runway challenges participants to channel their design experience to create unique, hand-made runway garments using the materials provided by their Garment Label Sponsors (ASID Industry Partners) within a specified period of time. The culmination of these efforts will be a runway fashion show where the garments will be modeled by one member of the design team and a set of judges will score teams/garments.

This year's theme takes us back in history 100 years to "THE ROARING 20's"!

THE ROARING 20's was a period in American history of dramatic social, economic, and political change, along with profound cultural conflicts. For many Americans, the growth of cities, the rise of a consumer culture, the upsurge of mass entertainment, and the so-called "revolution in morals and manners" represented liberation from the restrictions of the country's Victorian past. Gender roles, hair styles, and dress all changed profoundly during the 1920s. The nation's total wealth more than doubled between 1920 and 1929, and gross national product expanded by 40 percent from 1922 to 1929. This economic engine swept many Americans into an affluent "consumer culture" in which people nationwide saw the same advertisements, bought the same goods, listened to the same music and did the same dances. Many Americans, however, were uncomfortable with this racy urban lifestyle, and the decade of Prohibition brought more conflict than celebration. But for some, the Jazz Age of the 1920s roared loud and long, until the excesses of the Roaring Twenties came crashing down as the economy tanked at the decade's end.

This year's garment themes are based on notable events during or stages of the 1920's and provide a basis for which the design teams can derive color, texture, pattern, and scale inspiration – just to name a few! Teams will work with their Garment Label Sponsors to select materials that will best reflect their theme.

The 2023 Product Runway "ROARING 20's" themes are...

- **THE GOLDEN AGE OF HOLLYWOOD**
- **FLAPPER/ZOOT SUIT FASHION**
- **THE JAZZ AGE**
- **QUEENS OF AVIATION**
- **SPORTS HEROS**
- **MISS AMERICA**
- **PROHIBITION MOB BOSSES**
- **THE RISE & FALL OF WALLSTREET**
- **MICKEY MAKES HIS DEBUT**
- **THE HARLEM RENAISSANCE**

Product Runway was designed to promote ASID & its members, showcase design talent & construction materials, and give back to the local community. Part of this year's proceeds will go to two (2) NWA charities: The NWA Food Bank and Magdalene House. This event also provides a great opportunity for design professionals and vendors to work together in a creative and fun way. Ticket sales for the runway show will be open to the public.

DESIGN TEAMS

Design teams will consist of a maximum of seven (7) participants. All teams must contain: one (1) ASID Practitioner member (aka- Team Captain), one (1) Architect/Architectural Designer, one (1) Design Student OR Client, and two (2) participants of the team's choosing (no restrictions). The final 2 team members will be the Garment Label Sponsors (Industry & Chapter Partners) that will be randomly paired with each team during a Virtual Pairing Event. One (1) of the team members will be the model for the runway show. Each team is free to select their own participants, but the planning committee can also help with connections, if needed, to fill one or more of the required positions. Each team member will be provided one (1) complimentary general admission ticket to the event. A maximum of ten (10) teams may participate in this year's ASID South Central Chapter's Product Runway.

- **DESIGN TEAM REGISTRATION FEE: \$100**
- **DESIGN TEAM REGISTRATION OPENS: FRIDAY, JUNE 16th**
- **DEADLINE TO REGISTER A TEAM: WEDNESDAY, JUNE 28th**
- **VIRTUAL PAIRING EVENT: FRIDAY, JUNE 30th (Time TBD)**
- **FOR MORE INFORMATION & REGISTER A TEAM: <https://scasid-events.com/team-registration.html>**

Design teams will be randomly paired with one HARD GOOD and one SOFT GOOD Garment Label Sponsor. The final garment must contain a minimum of 80% of materials (mix of hard and soft goods) supplied by the Garment Label Sponsors. The remaining 20% can be additional materials, decided upon by the design team, as needed. Teams also have the option to modify the color of their materials by method of paint, dyeing, etc. The design teams may 'self-fund' up to \$100 to purchase supplemental materials: closures, accessories, thread, etc. All garments must be designed and made by the participating design team members; no outsourcing is allowed.

In addition to designing/creating a garment, each team is required to create a supporting small item/prop for the garment. This item needs to stand alone without the garment and must contain at least 50% of materials (mix of hard and soft goods) supplied by the Garment Label Sponsors. At the end of the runway show, these items/props will be auctioned off as a fundraiser for the selected local charities.

A virtual PAIRING EVENT will take place on **June 30th** (time TBD) to establish each team's theme and to pair each team with a HARD and SOFT sponsor. Each Design Team and Garment Label Sponsor must have a representative present.

- Via computer program, teams will be randomly assigned a placement (1-10) for selection of one of the 10 themes. In order, teams will select their theme to use as their basis of design. Each theme will only be used ONCE.
- Via computer programs, teams will be randomly paired with a hard goods and a soft goods sponsor.

Teams are required to submit a digital portfolio and a digital poster that will be on display at the runway event. Teams will be provided with templates that must be used for consistency of presentations. Portfolios/Posters will include...

- The team's name, team's theme, and the names/professions of all team members
- A list of the Garment Label Sponsors; including the company and rep's names and company logos
- A design statement that is a concise summary of the team's overall concept (4 sentence max)
- A design concept that shares details about the team's theme research and how they decided to use this information to design their garment
- A description of the garment and how it relates, interprets, and pays homage to the theme
- Garment Illustrations + call outs to show how and where each garment labels' materials are used on the garment and the percentage of each material
 - **DIGITAL PORTFOLIOS & POSTERS ARE DUE: FRIDAY, AUGUST 11th**
 - **SEND FILES TO: ASIDSCC.NWACommunication@gmail.com**
 - **Please include TEAM NAME in the subject line**

Each team must select who will model the garment during the runway show, from their registered team members. The model's name must be submitted to the committee. If an escort or 2nd garment model is needed, a request must be made to the planning committee.

- **DEADLINE TO PROVIDE MODEL NAME AND REQUEST ESCORT: FRIDAY, JULY 28th**
- **SEND MODEL'S NAME TO: ASIDSCC.NWACommunication@gmail.com**
 - **Please include TEAM NAME in the subject line**

Teams are responsible for choosing their own music and choreographing their performance. Creativity and showmanship during the performance is highly encouraged. Have fun!

Music must be clean, cut to 1 minute and 30 seconds, and provided to the planning committee for review.

- **DEADLINE TO PROVIDE MUSIC: FRIDAY, AUGUST 25th**
- **SEND MUSIC FILES TO: ASIDSCC.NWACommunication@gmail.com**
 - **Please include TEAM NAME in the subject line**

Design teams will be made aware of the runway layout and lighting design a few weeks prior to the event. Each model's performance will have the same lighting sequence. No custom lighting requests are available.

No weapons, animals, children, or pyrotechnics will be permitted during a performance.

The stage must be free of debris, materials, and residue after each performance. Any item removed as part of the model's performance must be cleared immediately after removal, by a team member.

All garments must be complete and checked in at the venue between 9-10 AM on Friday, September 22nd for Garment Judging. Garments will be privately judged by a team of judges, selected by the planning committee. Each garment will be judged on the following...

- **Uniqueness/Creativity of Garment Design**
- **Use of Materials**
- **Adherence to Theme + Design Concept**
- **Craftsmanship/Construction of Garment**

Each team's selected model will participate in the runway show on the evening of **Friday, September 22nd** and will be judged on the following...

- **Runway Performance: creativity, presence & showmanship**

All scores will be combined, and the total score will be used to determine the following awards...

- **Best in Show**
- **Second Place**
- **Third Place**
- **Best Performance**
- **Most Innovative**
- **Most Wearable**
- **[Crowd Favorite]**

A Dress Rehearsal will begin at 1 PM on the day of the event. All teams are required to participate. Completed hair and make-up are not required, but all pieces of the garment must be worn during this rehearsal. Models will run through their performance with music and lighting, at least once. If time allows, models may run through performances a 2nd time.

If you have any basic team/event questions or need additional information, please email...

ASIDSCC.NWACommunication@gmail.com

GARMENT LABEL SPONSORS

ASID Industry and Chapter Partners, who can supply product samples for use in the creation of a runway garment, can register to participate in Product Runway as a Garment Label Sponsor. Each sponsor will choose to be labeled as a HARD or SOFT goods provider. Once a HARD or SOFT category has been chosen, each sponsor can provide two (2) different product lines within that category. Each registered design team will be randomly paired with one (1) HARD goods sponsor and one (1) SOFT goods sponsor. There is NO COST for ASID Industry and Chapter Partners to register as a Garment Label Sponsor, however, Garment Label Sponsors will work with a design team to share about available products and subsequently provide the selected materials to be used in the garment's fabrication. There are twenty (20) Garment Label Sponsorships available: ten (10) HARD and ten (10) SOFT. Each Garment Label Sponsor will be provided one (1) complimentary general admission ticket to the event.

- **GARMENT LABEL SPONSOR REGISTRATION FEE: FREE (PRODUCT SAMPLES FOR FABRICATION)**
- **GARMENT LABEL SPONSOR REGISTRATION OPENS: FRIDAY, JUNE 16th**
- **DEADLINE TO REGISTER AS A SPONSOR: WEDNESDAY, JUNE 28th**
- **FOR MORE INFORMATION & TO REGISTER AS A GARMENT LABEL SPONSOR: <https://scasid-events.com/garment-label.html>**

Design teams will be randomly paired with one HARD GOOD and one SOFT GOOD Garment Label Sponsor. The final garment must contain a minimum of 80% of materials (mix of hard and soft goods) supplied by the Garment Label Sponsors. The remaining 20% can be additional materials, decided upon by the design team, as needed. Teams also have the option to modify the color of their materials by method of paint, dying, etc. The design teams may 'self-fund' up to \$100 to purchase supplemental materials: closures, accessories, thread, etc. All garments must be designed and made by the participating design team members; no outsourcing is allowed.

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- Via computer program, teams will be randomly assigned a placement for selection of one of the 10 themes listed on the first page of this document. In order from 1-10, teams will select their theme to use as their basis of design. Each theme will only be used ONCE. As team theme selection progresses, teams will choose from the remaining available options.
- Via computer programs, teams will be randomly paired with a hard goods and a soft goods sponsor.

If you have any basic Garment Label Sponsor questions or need additional information, please email...

ASIDSCC.NWACommunication@gmail.com

****ASID Industry & Chapter Partners will have various opportunities to provide financial support through the PRODUCT RUNWAY SPONSORSHIP PROGRAM. Sponsorship opportunities will be available soon.***