

PRODUCT
RUNWAY
2019

The South Central Chapter of ASID
Product Runway 2019
Team Rules + Regulations

Your guide to creating killer couture!

ASID SOUTH CENTRAL CHAPTER PRODUCT RUNWAY | FRIGHT NIGHT

Welcome to ASID SOUTH CENTRAL CHAPTER'S first biennial production of **PRODUCT RUNWAY!**

Product Runway is an avant-garde couture fashion design competition with a bit of a twist. ASID South Central Chapter Product Runway, influenced by the concept of the hit reality 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 and architecture professionals and students in a fashion design competition, creating handmade garments out of standard architectural finish materials such as glass, tile, carpet and wood. The culmination of the competition will be held at The Ballroom at I Street in Bentonville.

FRIGHT NIGHT!

Product Runway challenges participants to channel their design experience to create hand-made runway garments using materials provided by their garment labels (industry partners). Apropos of our Friday the 13th event date, each ASID Product Runway design team will be assigned an iconic horror movie genre that will inspire their creations. The challenge is to work with industry manufacturers and representatives to create their garments in their assigned theme within a 9 week period. The culmination of these efforts will be modeled by one member of the design team at our spectacular runway show finale. The fashions will be judged on their design, craftsmanship, construction, and relevance to their assigned theme.

We cannot wait to see the South Central Chapter shine!! Friday the 13th never looked so good!!



IMAGES OF PRODUCT RUNWAY PRODUCTIONS ACROSS THE COUNTRY

If you need any further information about the event, please feel free to visit our event website at <https://scasid-events.com/product-runway.html>

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**Fright Night themes
are shown below:**

80's Scream Queen

Film Noir

Zombie Apocalypse

Sci-Fi Thriller

The Masked Man

Vampires!

Mad Scientist

Gothic Horror

Child's Play

Hitchcock Classic

This year marks the first year of Product Runway, and we wanted to make sure it was a SCREAM! Apropos of our Friday the 13th event date, the themes for this first year's Product Runway will be classic horror films!

Design teams will be assigned a notable horror movie sub-genre to use as their basis of design inspiration. The themes range from all imaginable horror movies themes from which the designers can derive color, texture, pattern and scale inspiration - just to name a few! Teams are encouraged to work with their garment label representatives to select materials that will best reflect their particular genre. Teams also have the option to modify the color of their hard and/or soft goods by method of paint, dying, etc. Within the portfolio submissions, each team will be asked to describe how their garment's design relates, interprets, and pays homage to their assigned theme.

The team's assigned theme, or any significant imagery will be shown within portfolios, as well as display screens during the model's runway walk during the show.

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CONSTRUCTION +
MATERIAL
REQUIREMENTS

Design teams will be paired at random with one HARD GOOD and one SOFT GOOD Garment Label. The final garment must contain a minimum of 80% (mix of hard good garment label and soft good garment label) of product provided by all assigned garment labels. The remaining 20% can be additional material decided upon by the design team as needed. Design teams must comply with a budget of \$350 NET for materials from each garment label sponsor. Teams are strongly encouraged to consider the cost burden and time requirements when requesting materials. The design teams may self-fund up to \$150 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. All garments must be complete by 10am on September 13th for Garment Judging. After this time, no further alterations will be scored. These guidelines will be given to the judges and will affect your scoring.

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DESIGN TEAM
REGISTRATION

Design teams will consist of a maximum of (5) participants. (1) of the (5) participants, an additional employee of the team's firm or a student of the team's design school, may be the model. Design teams registration closes on **JUNE 13TH**. A maximum of (10) teams may participate in this year's ASID South Central Chapter Product Runway. In the event that less than (10) teams register for Product Runway, (1) additional team from an already registered design team or school will be allowed to participate. All design teams and garment label registrations will be made on a first come, first serve basis. The approved list of design teams, based on the order of sign-up and of requirements as listed above, will be distributed at the Team Reveal Events that will take place in Little Rock and NWA on **JUNE 27th**. If a registered team can no longer participate, the producers must be notified by **JUNE 15th**.

Design Team Registration Link:

see email

Design Teams will receive:
Exclusive access to the Team Reveal Event
Backstage Passes for the Model + 2 Team Members
Backstage Passes 1 Stylist
5 Complimentary Tickets to the Runway Show

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R U L E S +
R E G U L A T I O N S

During the model's performance, creativity and showmanship is encouraged, however any additional persons present on the runway during the event must be disclosed and approved by the producers by **SEPT. 2nd**. If not approved by the producers on the date requested, no escorts will be allowed on the stage due to safety and stage construction constraints.

The stage must be free of debris, material, or residue between each model. Any reveal or removal as part of your runway walk, must be cleared immediately after removal by a team member.

We will not be able to accommodate custom lighting transitions; each team will have the same entry and exit lighting sequence.

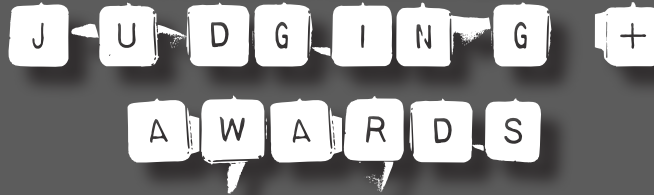
Teams are responsible for providing their own music cut to the time line of 1 minute and 30 seconds. This music must be provided for approval not later than **AUG. 29th**.

As we get closer to the show, all participating design teams will be made aware of the stage layout and lighting transitions.

Due to the venue, no animals, children or pyrotechnics will be permitted.

Day of Dress Rehearsal will take place on **Sept. 13th** at 1pm, directly after the Garment Judging Brunch. Hair and make up does not need to be done for this portion of the day, but the garment, shoes, and any transitions during the show must be rehearsed at this time. Models will be able to run through their walk along with music and lighting. Any specific requests for extra rehearsal time are allowed after the full dress rehearsal is complete. Please note your own music will have to be played through your own device after rehearsal for practice.

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Judging Criteria

Uniqueness/Creativity of Garment Design
Use of Materials
Adherence to Theme + Design Concept
Craftsmanship/Construction
Runway Performance
Adherence to Budget

Awards

Best in Show
Second Place
Third Place
Best Performance
Crowd Favorite
Most Innovative
Most Wearable

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PORTFOLIO
SUBMISSIONS

Teams will be issued a digital Portfolio and Poster Template at the Team Reveal Event.

Poster Requirements:

- Firm Name or School Name
 - Firm Logo or School Logo
 - Garment Label Manufacturers' Logos
 - Garment Illustration + call outs to demonstrate how and where each garment labels' materials will be used on the garment with percentage
 - Name of assigned design challenge
 - Design statement
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- The design statement may be a maximum of (4) sentences. The design statement should be a concise summary of the team's concept for their garment.
 - All submitted poster portfolios will be placed on display at Runway Show.
 - Details for submitting portfolios and poster files will be given at the Team Reveal Event.

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PRODUCTION
TIMELINE

This opened on May
23rd

Thursday, May 30th Sponsorship
Event ~~Underwriting~~, Design Team Registration
and Garment Label registration opens

Thursday, June 13th
Design Team Registration and Garment Label registration closes

Thursday, June 27th
Team Reveal Events in both Little Rock and NWA (additional details to be
announced)

Thursday, August 29th
Team Portfolios and Posters and Music
(cut by team to 1 min. 30 sec.) due by end of the business day

Monday, September 2nd
Deadline to notify producers about team stylist and escort

Friday, September 13th
11am - 12pm Garment Judging
1pm - 2pm Dress Rehearsal
8pm Runway Show!!