

Rules for the Online Fashion and Arts contest

IBEFF Etnomoda

International Baltic Ethnic Fashion Festival

SUMMER 2021

Ratified 01.02.2021

Head of the organizing committee

Natalia Koter

I. General

1. The mission of the Festival in general is to be a ground for the cultural dialogue of participants; to provide the succession of folk traditions in spheres of costume, visual and applied arts; to provide popularization of art of different peoples; and to search tools for the development and transformation of ethnic / folk traditions in a modern world.
2. In 2021 the Festival will be held in online and offline format, and will cover not just fashion contests but also guest fashion shows, panel discussions and lectures.

The Festival will take place in June 2021, the online part of the Festival will be held on Zoom platform, and will be broadcasted in the IBEFF social networks. The exact date(s) of the Online and offline event(s) will be specified later and published in our social networks.

3. **The Fashion and Arts contest (hereafter – “Contest”)** is a series of fashion and arts contests with separate nominations, in each the judges will distinguish three winners. There is a separate non-competitive program for fashion brands that introduce their collections – see [ATTACHMENT 4](#).

II. Participants

1. Age and professional status of participants are not limited.
2. Depending on the number of applications, the Organizing Committee has the right to allocate the applications by persons under 14 and / or 18 years, in separate categories.
3. The participants of the designers contest can be:
 - students and graduates of design schools
 - fashion studios (those uniting kids, teenagers, talented young people for whom fashion and sewing is a hobby)
 - individual amateur designers irrespective of their age and background.

However, the designers who have already had a registered trademark / brand, and lead commercial activity, are welcome to introduce their collections within the BRANDS FASHION SHOW: a separate non-competitive part of the Festival’s program, rather than a contest - the details of BRAND FASHION SHOW are provided in the [ATTACHMENT 4](#).

III. Nominations

III. A.

GARMENT DESIGN

Ethnic Style

| GARMENT DESIGN ETHNIC STYLE | Nomination details | AMOUNT of FEE for ONLINE event | AMOUNT of FEE for OFFLINE event | Technical requirements for a video record |
|--|---|---|---|---|
| Ethnic trends in modern fashion | Creative approach to folk motives, combination of ethnic ornaments, cuttings, shapes etc. with modern fashion trends | 35 euro for a student or the graduate of the current year | 70 euro for a student or the graduate of the current year | <i>not more than 6 looks per one collection.</i> |
| Traditional costume | Costume made in traditional techniques and with involvement of local crafts, including reconstruction of folk costume, as well as adaptation of traditional costume for modern life, however, without a lot of transformation and following fashion trends) | 50 euro for other participants <i>* Additional (written or video) comment by a member of the jury: 50 euro</i> ATTACHMENT 5 | 100 euro for other participants | <i>for more details see ATTACHMENT 1: Special requirements for designers of clothing and accessories collections</i> |
| Stage Costume | Folk costume transformed for the purposes of dance or theater performances | | | |

III. B.

Mono costume

| Mono costume | Nomination details | AMOUNT of FEE for ONLINE event | AMOUNT of FEE for OFFLINE event | Technical requirements for a video record |
|-----------------------|--------------------|--|--|---|
| "Mono" costume | (one look) | **one look (mono costume nomination) – 20 euro | **one look (mono costume nomination) – 40 euro | <i>or more details see ATTACHMENT 1: Special requirements for designers of clothing and accessories collections</i> |

III. C

GARMENT DESIGN. MAINSTREAM FASHION

| GARMENT DESIGN. MAINSTREAM FASHION | AMOUNT of FEE for ONLINE event | AMOUNT of FEE for OFFLINE event | Technical requirements for a video record |
|--|---|---|--|
| Pret-a-porter | 35 euro for a student or the graduate of the current year | 70 euro for a student or the graduate of the current year | <i>for more details see ATTACHMENT 1: Special requirements for designers of clothing and accessories collections</i> |
| Evening and wedding fashion | 50 euro for other participants | 100 euro for other participants | |
| Avantgarde | | | |
| Sports fashion | | | |
| Eco fashion (eco materials, recycled technique etc.) | <i>* Additional (written or video) comment by a member of the jury: 50 euro</i> ATTACHMENT 5 | <i>* Additional (written or video) comment by a member of the jury: 50 euro</i> ATTACHMENT 5 | |
| Kids collections | | | |
| Wearable fashion (refers to individually designed pieces of handmade clothing or jewellery created as fine or expressive art.) | | | |

III. D

ACCESSORIES

| ACCESSORIES | AMOUNT of FEE for ONLINE event | AMOUNT of FEE for OFFLINE event | Technical requirements |
|---|--------------------------------------|---------------------------------------|---|
| Jewelry, glasses | 15 euro per one item | 30 euro per one item | not more than 5 items *please see the attachment ATTACHMENT 2: <i>General requirements to visual materials</i> |
| Textile Accessories (Scarves, hats etc.) | for each following item – 5 euros | for each following item – 10 euros | |
| Footwear, bags | | | |

III. E

APPLIED ARTS / CRAFTS

| APPLIED ARTS / CRAFTS | AMOUNT of FEE for ONLINE event | Technical requirements |
|--|--|---|
| Glass Ceramics Figures (small sculpture) Paint-decorated wood Patchwork pictures Plastic modeling (from paper or from other materials) Handmade dolls / tilda dolls Flower arrangement | 15 euro per one item for each following item – 5 euros | not more than 5 items *please see the attachment ATTACHMENT 2: <i>General requirements to visual materials</i> |

III.F TEXTILE DESIGN

| TEXTILE DESIGN | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|--|--|---|--|
| Textiles, Fabrics, Textures, Patterns | Sketches / drawings for a textile with ethnic motives (patterns, traditional combination of colors etc.) | 15 euro per one item for each following item – 5 euros | not more than 5 items *please see the attachment ATTACHMENT 2: General requirements to visual materials |

III.G VISUAL ARTS

| Visual arts | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|--|--|---|---|
| Fashion illustration Graphics Painting Photography - portrait - reportage - architecture - free subject | <p>All kinds of visual arts shall reflect some aspects of national culture, for example, a national costume.</p> <p>Ethnic motives in contestants' works shall be traced visually in a human's image or in art's object.</p> | <p>15 euro per one folder of works(for example 6 photos or 6 illustrations)</p> <p>for each following item – 5 euros</p> | <p>not more than 6 items</p> <p>*please see the attachment ATTACHMENT 2: General requirements to visual materials</p> |

III.H VISUAL COMMUNICATION

| VISUAL COMMUNICATION | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|---|--|--|--|
| Typography posters calendars books and Page Layouts Packaging design | <p>All kinds of visual communication shall reflect some aspects of national culture, for example, a national costume</p> <p>Ethnic motives in contestants' works shall be traced visually in a human's image or in art's object.</p> | <p>15 euro per one item</p> <p>for each following item – 5 euros</p> | <p>not more than 5 items</p> <p>*please see the attachment ATTACHMENT 2: General requirements to visual materials</p> |

III.I FASHION FILM

| FASHION FILM | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|---------------------|---|--|---|
| Fashion film | <p>Videos will be judged by criteria of idea, dynamics, editing and camerawork.</p> | <p>Submit one (1) MAIN completed short film that you directed/animated.</p> <p>15 euro per one item</p> <p>for each following item – 5 euros</p> | <p>Total time, not to exceed 10 minutes. There is NOT A MINIMUM time length requirement for your submission.</p> <p>List the following information when prompted: Title, year completed, and any additional role(s) in the making of the film</p> |

III.J

URBAN PLANNING AND INTERIOR DESIGN

| URBAN PLANNING AND INTERIOR DESIGN | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|---|--|---|--|
| Urban planning Interior design | Sketch/finished project made using mediums of your choice to depict new building forms, urban design concepts, and/or architectural products inspired by the ethnic motives. | 15 euro per one item for each following item – 5 euros | not more than 5 items *please see the attachment ATTACHMENT 2 : General requirements to visual materials |

III.K

IMAGE & STYLE

| IMAGE & STYLE | Nomination details | AMOUNT of FEE for ONLINE event | Technical requirements |
|--|--|--|---|
| Make Up Hair Style Body art Tattoo design | Ethnic motives in contestants' works shall be traced visually in a human's image or in art's object (i.e., sketches) | 15 euro per one look 10 euros per one look, in case total number of looks exceeds two | <i>*not more than 6 looks</i> <i>for more details see ATTACHMENT 1: Special requirements for designers of clothing and accessories collections</i> |

******* Depending on the final number of all applications, the Organizing Committee reserves the right to divide individual applications into smaller nominations or, alternatively, unite two nominations in one consolidated nomination - in case there is no competitive component in a particular nomination. For example, the Organizing Committee may combine "Make up" and "Body Art" in one, or highlight "Boho Style" as a separate nomination, etc.

*** Responsibility for the choice of nomination is borne by the participant.

The Organizing Committee may, but is not obliged, to warn the participant that the nomination could be chosen incorrectly. However, the Organizing Committee does not therefore assume responsibility for the final choice of the nomination by the participant.

The participant, choosing the appropriate nomination, agrees that the jury has the right to lower the rating due to the wrong choice of nomination or not to make any assessment.

Evaluation of a collection / a piece of craft / a sketch etc., is based on visual materials provided by participants: photos, scans of sketches, video.

In response to an application sent, the Organizing Committee clarifies the procedure for paying a fee. The application form is in the [ATTACHMENT 3](#) of these Rules. The application must be accompanied by visual materials that will be subject to evaluation by the jury.

The application shall be filled in online or alternatively sent to etnomoda@yandex.ru.

If possible, an applicant shall report on the fact of sending the application to the **Instagram or Telegram: @Etnomoda**.

V. DEADLINES

Deadlines for applications:

from March 1 to June 10, 2021.

In exceptional cases, the Organizing Committee may extend the period at the request of the participant.

The timing of publication of the results in the social networks of the project: no later than August 15, 2021.

The deadlines for the provision of digital diplomas to participants: in the period up to September 1 2021.

These deadlines may be prolonged depending on the course of the application process. The Organizing Committee reports of such prolongation in its social networks.

VI. CONSIDERATION of APPLICATIONS

1. Participants assign names to their collections, and they participate in the Contest under such names. Under the same names, their work will be introduced to the jury. The publication of real names of participants in post releases and other posts is possible only after summing up the results of the Contest.

2. Members of the jury put their estimates based on a 10point system. A jury member is entitled to give a brief comment on a particular collection / work of art that attracted their attention specifically.

3. A member of the jury is not obliged to provide a justification for their assessments in the form of a textual or verbal comment, unless the participant did not state the need for such comments at the stage of paying fees. In the latter case, the Organizing Committee individually negotiates with the participant - from what members of the jury would he like to get a comment.

4. According to the results of assessments from the Jury members, the Organizing Committee draws up a protocol in which it identifies three winners in each nomination. In the absence of a competitive component in a nomination, the Organizing Committee issues a diploma of participation, and if there are less than 5 applications in a specific nomination, the Organizing Committee is entitled to select only one or two winners.

5. The Organizing Committee may publish the estimates of the Jury and give the participants an access to this publication. In this case, the participant, without an agreement with the Organizing Committee, does not share links to such publications. The same applies to cases when the Organizing Committee provides participants with access to Internet resources (file storage), where photos of all competitive materials are published.

6. Information about the members of the Jury is available on the Internet resources of the project. In each nomination there is a representative of the Jury who signs the diplomas together with the head of the Organizing Committee.

7. The organizing committee has the right to publish the comments of the jury members (if any) to a specific collection or work at their discretion. If a participant initially objects to the publication of any comments to his work, he must indicate this in a note to the application. The members of the jury can give, in the form of a video commentary, comments on collections that attracted their particular attention. The members of the Jury are free to choose the collections they want to comment on. The Organizing Committee may publish video clips with such comments on its social networks and on its YouTube channel.

8. The Organizing Committee publishes photos of collections / works of arts submitted to the relevant nomination in its social networks. At the review stage, the Organizing Committee does not indicate the names of the participants, but only the name of the collection or series of works. In its social networks, the Organizing Committee may specify, along with the name of the collection, the city / country of the participant.

After summarizing the results of the competition, the Organizing Committee publishes individual photos / videos of the participants' works with an indication of their real names.

It determines the number of such photographs at its own discretion.

Unless otherwise specifically indicated by the Organizing Committee, it publishes photo or video materials in its VK group, on Instagram and on its Facebook page. Separate video materials can be published on its YOUTUBE channel.

The Organizing Committee has the right to issue a booklet on the results of the Virtual Contest and publish the materials submitted by the participant of the competition with the reference to the participant.

The Organizing Committee has the right to use photographs and video of the contestants' works in its advertising campaigns and in the reports on Online Contest. If the participant objects to this, he must indicate this in a note to the application at the stage of sending the application.

VII. BROADCASTING of VIDEO RECORDS

The broadcasting of video records shall be on ZOOM platform or/and on Facebook. The participants and the Jury members will be invited to online meetings according to the event's schedule.

They will be able to communicate in pauses between video clips.

The member of the Organizing Committee manages the process.

Any member of the Jury may comment on any collection and ask a participant a question.

Meanwhile, the audience can watch the event in one of IBEFF social networks (by default, the Facebook group).

The final decision upon winners in each respective nomination the Jury will make, not in the course of the broadcasting, but in terms designated in Section V of these Rules.

Whether some member of the Jury will not be able to be present online, he (she) will be provided with all necessary (video) materials individually.

VIII. DIPLOMAS

The Organizing Committee will provide participants with a link to the file storage where they can download diplomas on their own.

Diplomas are provided in digital form only, in terms specified in section V of these Regulations.

If, at the request of the participants, the deadlines for accepting applications have been extended, then the deadlines for announcing winners and providing diplomas can be extended accordingly.

The list of prize winners and the decision of the jury will be published on the Internet resources of the project.

IX. Miscellaneous

The participant whose application is accepted must make a post in his (her) social network, about participation in the project with at least two references to the following project's social networks:

- VK group - Etnomodno
- Instagram or Telegram - <https://t.me/etnomoda>
- FB - www.facebook.com/Ethnicfashionfestival

At the same time, it is necessary to make a "live" link to the IBEFF profile in the corresponding network – so that it would be possible to go to the IBEFF page using the "click" on the link.

Also, in the post one needs to put hashtags: #IBEFF #etnomoda2021 There should be at least two such posts.

X. Confidential Information and Ethics

X.1. Information about the storage of files on which competitive works materials are published, as well as links to jury members' estimates (for example, a table with ratings) (if the Organizing Committee provides such information to participants), is confidential and is intended only for participants. Is not entitled to distribute such information without the expressed consent of the Organizing Committee. ***see p. 6.5 of the Rules.

X.2. If a participant does not agree with the assessments of the jury, he does not have the right to comment on his disagreement publicly or to publish comments discrediting the reputation and dignity of the members of the jury and the Organizing Committee. The participant resolves any disputes by contacting the Organizing Committee with a personal message. If a participant leaves comments on social networks instead, the Organizing Committee has the right to remove such comments from their social networks and / or exclude the participant from the list of subscribers in the corresponding network.

XI. Intellectual Property and Copyright

XI.1. The Organizing Committee retains the rights to its logo, as well as to the text of the Contest's Rules and any other text or visual materials that the Committee might issue / publish, including video clips of the project. Any usage of the text of the Regulations in full or in part, publication of photographs, video or other visual materials of the project without reference to the project is not allowed. This does not apply to reposts of publications of the Organizing Committee in social networks.

XI.2. Participants are free to publish photos of their work outside the context of participation in the Contest. They retain all copyright to the work they have created.

XI.3. The Organizing Committee has the right to use the photos / videos of participants' works in its reports, photo and video presentations of the project, as well as in their booklets and printing products or in souvenir production - for the purposes of advertising the Festival in general or its specific events. In this case, the Organizing Committee mentions the name of the participant - the author of the work (this does not apply to video clips with frequent changes of pictures and web posters).

XII. Contacts

The contact of the Organizing Committee : etnomoda@yandex.ru

+ 7 (911) 903 1746 for Whatsapp

+ 48 539 330 210 for calls

www.etnomodno.com

- VK group - Etnomodno
- Instagram - @Etnomoda
- FB - www.facebook.com/Ethnicfashionfestival

ATTACHMENT 1

Requirements for VIDEO records of garments and accessories collections

- There should be no more than 6 looks in a collection.
- The video record of the show for 6 looks shall not exceed 3 min. The recommended time per each look is not more than 40 seconds.
- The designer can video record all his looks with one model. The same model can be filmed in different costumes, so that the final video may be mounted from separate pieces.
- There shall be IBEFF logo on the video, the name of the collection (in the native language of the participant, and in English) and the country (city) of origin – in English. The name of the designer who participates in the contest, shall not be on the video.
- The designer may also send a look book (series of photos) as an addition.
- If the costume requires it, each look can be filmed several times at different angles.
- The costumes should be clearly visible. The collection shall be preferably filmed in the studio - on a neutral background. Alternatively, it can be filmed in a specific scenery, against the background of nature or architectural objects, if this is in accordance with the concept of the collection.
- Photos or videos from fashion shows are not accepted.
- If there are small details in a costume that are important for understanding the designer's idea, it is necessary to focus on such details in the process of filming.
- Model(s) shall be demonstrating costumes in motion.
- Each model shall be video recorded in full height in front of the camera - so that her front and back can be clearly seen.
- For makeup and body art nomination video record shall include main stages of the make-up (body art) process, and final result.
- Total duration of the video shall not exceed 1,5 min. per each look

ATTACHMENT 2

General requirements to visual materials (PHOTOS):

- Please export the image as a .PNG or .JPG file at approx 2000-3000 pixels wide.
- If there is a large amount of photos or videos - there should be a link to the archive from where they can be downloaded.
- Designers of collections of clothes and accessories, photographers and fashion illustrators, textile designers should, in addition to the works, make a collage of all the works submitted for the contest, in the form of one picture.
- Moodboards are welcome (but not required).

APPLICATION FORM

- Name, surname, city (country) - for an individual. The name shall be both in a native language of the participant, and in English.
- Statement about a registered trade mark / brand – whether you have it or not.
- For a fashion studio - name, city (country) and name of the head of the fashion studio.
- Age
- Phone, email and links to profiles in social networks.
**** the latter is important since the Organizing Committee, as far as possible, makes live references to profiles of the participants in its social network; in addition, it simplifies contact with the participants, so links to social networks are welcome.*
- Selected nomination
- Name of the collection or series of works – both in native language and in English.
- Description of the collection, including source of inspiration, materials and techniques, and a connection (if any) to some ethnic culture – explaining how this connection is expressed in your work.
- Number (of looks, art pieces, images)
- Status (e.g. a university student, professional designer, etc.)
- Participation in our previous projects, if applicable (please indicate the year – in case you have participated in our festivals / competitions / shows)
- The name of the collection or series of works, and a commentary / brief essay (see section 2 of the Regulations)
- your expectations about the text of the diploma – e.g., shall we specify, next to the name of the participant, the name of any institution, the name of the supervisor or co-author (please specify full exact name(s))
- Consent to the processing of personal data and agreement to the terms of these Rules:

"I, _____, agree with the terms of the Rules on the summer online session of the IBEFF Etnomoda 2020 festival, and agree with the processing of my personal data for the purposes of organizing and holding this event.

Terms of participation in the Brand Fashion Show

1. The number of looks is not limited.
2. Video duration - up to 10 minutes
3. The designer (the company) can, if they consider it necessary, place their logo, name, and other titles in the video, as well as include the author's first-person comment.
4. A photo album with a collection's lookbook, including a price list, can be placed for one month in the VKontakte or Facebook festival group.
5. If individual images from the collection are offered for sale (from the catwalk or to order), the designer (the company) has the right to indicate in the video clip or in the accompanying text, contact details or the address of the online store / boutique, etc.

6. The participation fee for online format is 100 euros for collections of clothes and 80 euros for collections of accessories and for offline format 200 euros.

Attachment 5

Optional services for participants

| | |
|---|---------------|
| Putting the festival's logo on video | 5 euros |
| Video editing | from 15 euros |
| Additional (written or video) comment by a member of the jury | 50 euros |