

E N T R Y F O R M
**No Kak! Environmentally Friendly
Design Competition 2009**



Name _____

Surname _____

Student Number _____

Academic Institution _____

Level of study _____

Category: A. Textile Design B. Eco-Fashion design C. Baby Bio Design

(Please complete a separate form per category you are entering.)

Inspiration for the Eco-Fashion Design / Textile Design / Baby Bio Design

Detail / Description of Eco-fashion Design / Textile Design / Baby Bio Design

**IMPORTANT: Please attach a passport photograph of yourself with this Entry Form.
This will be used for the 2009 No Kak! Environmentally Friendly Design
Competition & Catalogue**

Passport Photo

**NO KAK! ENVIRONMENTALLY
FRIENDLY DESIGN COMPETITION 2009**

**STORYBOARD GUIDELINES
AND JUDGING CRITERIA**

Dear Entrant

The National Cleaner Production Centre (South Africa) is hosting the **No Kak! Environmentally Friendly Design Competition** which is geared at raising awareness to fashion and textile design students. The competition is open to students registered with a Tertiary Academic institution or accredited Fashion Design College. Students must at least be in their second year of study, and studying towards a textile, clothing or fashion design, surface design or technology course.

COMPETITION THEME 2009

World Cup Fashion “Naturally Passionate and Fashionably Natural”

Celebrating fashion in all its glamour and aspirational styling, and drawing from the inspirations of different cultures and nations on the world stage. The passion and the deep-rooted love for fashion is now being complemented with consumers saying “no” to conventional dyes and pesticide-doused fabrics that are harmful and wasteful to the environment. The new currency is to unite everyone’s efforts in switching to natural alternatives of health and environmental sustainability and still being “fashionably trendy”

CATEGORIES

Category A: Textile Design

Using natural fibres and / or fabrics, create and produce an original product in the following textile categories: Bed linen, Kitchenware, Interior and Soft Furnishings and Fashion Accesories.

Category B: Eco-Fashion Design

Using natural, renewable or reused or eco-friendly textiles, combined with the latest colour trends and / or natural dyes and other chemically free agents, create, design and produce an eco-fashion garment that is fashionably natural.

Category C: Baby Bio Design

Using natural, renewable or recycled or reused or eco-friendly textiles, combined with appropriate natural embellishments and chemical-free agents, create, design and produce a baby bio product that is excitingly new and innovative. Products may include environmentally friendly toys, baby linen, clothes and baby accessories.

FABRICS

Students entering the Eco-Fashion Design and Bio Baby Design categories will have the option of using environmentally friendly fabrics sourced locally by the NCPC-SA. Fabric Swatches have been provided to your lecturer. Please note that you must provide us with the correct meterage as per rating cost of fabric for the design in the storyboard.

Theme for 2009

World Cup Fashion “Naturally Passionate and Fashionably Natural”
ENQUIRIES: Hwalani Mabaso @ 072 181 7912 Email: ncpccomms@csir.co.za OR
Fatimah Boltman @ 021 658 2776 Email: fboltman@csir.co.za

STORYBOARDS

Maximum size A3 (Flat): We will also accept A2 folded once to A3.

Storyboards must include the completed Entry Form attached to the back of the storyboard.

Attached samples: Materials or decorations to be used for the designs must be securely attached to the storyboard.

Drawings: All drawings and storyboard information should be clear and legible.

Story behind the design: The storyboard must include the story behind the textiles, decorations, processes and materials that have been used in the design.

TITLES ON STORYBOARD

Headings on the storyboards should include, but need not be limited to:

Environmental considerations: Describe how the material has been produced, coloured / dyed and printed before and after treatment.

Design considerations: This refers to the function of the material / garment, and includes the consideration factors around the environment and sustainability. Technical drawings are recommended.

Inspiration: Inspiration for the design.

JUDGING CRITERIA

Environmental considerations around innovation, the story behind the product (environmental issues), as well as practicality of the design.

Design: Innovation and product quality.

Storyboard: Quality, visual display and clarity of information.

Product research and methodology must be included.

PRIZES

First Prize: Prize to the value of R 10 000 *

Second Prize: Prize to the value of R 7 500

Third Prize: Prize to the value of R 5 000

* The first prize winner in the Eco-Fashion Design Category will have the opportunity to create a range for the 16th Annual Vukani! Fashion Awards Competition 2010.

COMPETITION MILESTONES

The Competition will comprise of four stages:

Stage 1: Submission of entry forms and storyboards by Thursday, 16 April 2009.

Stage 2: Shortlisted students will receive fabric by Friday, 8 May 2009.

Stage 3: Completed products to be sent to stipulated collection points by Friday, 12 June 2009.

Stage 4: Exhibit at the Natural and Organic Products Exhibition, and finalists will be invited to attend this event to be held at the Coca Cola Dome in Johannesburg on the 28 June 2009 for the gala awards ceremony.

ENTRIES

Completed storyboards will be collected from your school on Thursday, 16th April 2009.

Regards

Andre Page

NCPC-SA: Project Manager

Theme for 2009

World Cup Fashion "Naturally Passionate and Fashionably Natural"

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