

**International Competition  
Imagining Sustainable Fashion  
Connecting Cultures  
in partnership with C.L.A.S.S.**

Connecting Cultures and C.L.A.S.S. have launched the third edition of their international competition for **pioneering concepts and new visual imagery** in sustainable fashion.

Beginning 27 October 2022, Connecting Cultures invites all creatives to submit their out of the box images to communicate 1) responsible and ethical fashion **values** and 2) **awareness** of the issues facing the industry.

Participants are asked to deliver projects showcasing new paradigms and reflecting an effective change in sensibility. This is an opportunity to be recognized for contributing new ideas outside the fashion mainstream! Impactful visual images not only are effective, persuasive, and aesthetically appealing, but they also deliver a clear message of responsibility towards people and the planet.

***When are proposals due?***

Proposals are due no later than midnight on 25 January 2023.

***What does the winner receive?***

The winning project will receive a **€3.000 prize**.

*\*The prize will be subject to taxation based on the country where the winner is a tax resident.*

***What type of projects will be accepted?***

We are looking foremost for innovative concepts and visual images that speak to people's hearts and minds.

Effective visual images should be clear, relevant, and persuasive. Visual images include photographs, advertisements, designs, illustrations, cartoons, prints, and other artwork. A concept may be submitted with single or multiple images and these images may be accompanied by written text.

All projects must express the **values** that define sustainable fashion: **respect for people and the planet**.

An innovative concept in communicating sustainability in the fashion industry is not based on promoting a particular product but **must be inspired by the United Nations 17 Sustainable Development Goals**.

***What types of projects will NOT be considered?***

Projects that do not adhere to these guidelines will not be considered.

Keep in mind we will **not** consider:

- Proposals that do not address the values that define the sustainable fashion industry
- Images that **only** showcase your products, your fabrics, or your brand. Ethical choices need to be sustained independently from brand names

***Who may submit proposals?***

The international competition is open to creatives from all over the world with an active interest in the world of sustainable fashion. Students and professionals alike may apply.

***What are the selection criteria?***

A winning **concept** will **necessarily** incorporate **effective and beautiful imagery** while delivering a message that combines **design, innovation, and responsibility** all at the same time.

Proposals will be selected based on how well the applicant applies the following criteria:

- Effective message, clarity of purpose
- Aesthetic quality of the images, impactful design
- Responsible use of materials, textiles, or artistic setting
- Innovation and creativity, a sense of newness and originality
- Experimentation and imaginative thinking are encouraged

***Are there legal and/or copyright laws I should be aware of?***

Copyright laws in all European and Western countries are extremely severe and protective of authorship and intellectual property. Many countries have laws protecting an artist's moral and financial rights. It is important, therefore, that anything you submit is your own original work, unless otherwise indicated.

**You are required to gain written permission to replicate or in any way utilise materials that are not your own.** This includes, but is not limited to, putting text into quotation marks and clearly referencing and quoting the original sources of any visual images that are not your own original work. You must also credit any external professional agencies who have contributed to the project and list the names of each contributor.

Sources must be free of copyright protection, i.e. you must confirm that the sources of any visual image may be reproduced, distributed, displayed and/or performed publicly.

Only those who submit a signed declaration of originality will be considered for the prize.

**The responsibility for the originality of the project sits entirely with the author.**

***How can I apply?***

Join the competition by submitting your proposals to [info@connectingcultures.info](mailto:info@connectingcultures.info) by midnight on **25 January 2023**. In the subject line, write **Imagining Sustainable Fashion Prize**.

- Include a CV with your name, age, educational background, and professional experience.
- Attach a proposal statement (max two A4 pages) in Word. Describe the concept and images and provide commentary on the overall vision of the project.
- If your proposal is for a fashion or textiles company, then you must include the company's name and website information.
- Include a list of the names of everyone who contributed to the project.
- Submit your proposal statement with applicable images, etc.
- Include signed forms required for participation (data handling, image release, declaration of originality).

### Timeline

- 27 October 2022: Call opens
- 25 January 2023: Deadline to submit proposals
- February 2023: Proposals reviewed by jury
- March 2023: The winner will be announced.

### Jury

- Anna Detheridge, Founder & President, Connecting Cultures
- Giusy Bettoni, CEO & Founder, C.L.A.S.S.
- Rita Airaghi, Steering Advisor, Gianfranco Ferré Research Center
- Paola Arosio, Head of New Brands and Sustainability Projects, Camera Nazionale della Moda Italiana
- Jeanine Ballone, Managing Director, Fashion 4 Development
- Evie Evangelou, Founder and President, Fashion 4 Development
- Sara Kozlowski, Vice President of Program Strategies, Education, and Sustainability Initiatives, Council of Fashion Designers of America
- Dio Kurazawa, Founding Partner, The Bear Scouts
- Renata Molho, Journalist, former editor-in-chief of L'Uomo Vogue and editor-at-large of L'Uomo Vogue, Vogue Italia, Casa Vogue
- Stefania Ricci, Director, Museo Salvatore Ferragamo
- Jovana Vukoje, Senior New Brands Specialist, Camera Nazionale della Moda Italiana

### Technical Partner

- Caterina Niccolai, intellectual property lawyer with special focus on the audio/visual industry

### About Connecting Cultures

Connecting Cultures Foundation for the Arts and Interdisciplinary Research promotes sustainability through art and design. Sustainability is a complex and multifaceted issue and one that is of fundamental importance to contemporary culture. We strive to find innovative and inclusive solutions to today's increasingly important issues of sustainability. Issues that we, as active citizens, feel it is our duty to address.

Connecting Cultures was founded in 2001 by Anna Detheridge, a scholar of the visual arts, a professor and curator. The foundation has an **interdisciplinary** approach based in the arts and works with artists, architects, designers, performers and the public in order to: promote a collective **awareness** of local resources and enhance the potential of **local areas**; train young professionals in the field of **visual arts**; provide opportunities for **empowerment** and capacity building within the sphere of intercultural exchange; plan and implement new urban ecologies; act as **catalysts for change** and a sustainable future.

Connecting Cultures has an active presence in the field of art and sustainable fashion through its dynamic platform, Out of Fashion.

To learn more about Connecting Cultures and its commitment to sustainable fashion, please visit [www.connectingcultures.it](http://www.connectingcultures.it).

### About C.L.A.S.S.

C.L.A.S.S. is a **global resource** for smart material innovation, education, marketing and communication. **It empowers businesses and provides them with the guidance needed to be competitive and socially responsible, while increasing the bottom line and upholding design integrity.** These new values are essential to speak to today's smarter, conscious consumer.

Leading the way since 2007, C.L.A.S.S. offers a unique multi-platform hub based in Milan. From its inception, founder Giusy Bettoni presented an original idea of a **3-dimensional approach to fashion, which harnessed creativity, innovation, and responsibility for product, processes and communication.** Based on this idea, Giusy and the C.L.A.S.S. team specialize in integrating a new generation of smart values into fashion, product and businesses.

**Responsible innovation, the mantra for Giusy is now the lodestone for C.L.A.S.S. and its visionary journey.** The future is already here, thanks to C.L.A.S.S.' partners' dedication to smart material development.

For more information about C.L.A.S.S., please visit [www.classecohub.org](http://www.classecohub.org)