

AWOW

AARHUS WALKS ON WATER

Be part of an international fashion- and tech event in Denmark!

DO YOU WANT TO WIN €10.000 AND HAVE MASSIVE MEDIA EXPOSURE?

The winner of the AWoW Aarhus Walks on Water talent award receives €10.000 and the possibility to enter into new partnerships. Participating designers/developers/tech-enthusiasts and especially the winner will have massive press coverage in Danish and international media.

HAVE YOUR OWN FASHION & TECH DESIGNS ON THE CATWALK

Aarhus Walks on Water is your chance to show your talent and take part in Aarhus2017.

Do you dream of seeing your creations on a professional catwalk in front of the major and most interesting and important players in the fashion industry, and do you also dream about winning a huge cash amount?

Aarhus Walks on Water is an extraordinary possibility to be seen and heard in a national as well as an international context. The winner will have massive media coverage especially within the creative industry, which at present has the most potential.

EUROPEAN CAPITAL OF CULTURE

The European Capital of Culture is the most ambitious and international culture project in Europe. Aarhus is The European Capital of Culture in 2017.

The city of Aarhus and the surrounding Central Denmark Region is behind a number of major events and cultural experiences. Aarhus Walks on Water is the significant fashion event in 2017 inviting players within the fashion industry to participate and experience a spectacular fashion show at the harbour.

Everybody will have their eyes on the spectacular show interpreting fashion, technology and design – a show that takes fashion onto a floating catwalk and into the world.



PRIZE COMPETITION – WIN €10.000:

Aarhus Walks on Water 2017

Present your own fashion-tech designs on a floating runway at a spectacular fashion event in the new trendy harbour city center of Aarhus. Your show pieces will light up the catwalk on the evening of September 16th 2017.

AWoW is a major fashion event in Denmark and part of the European Capital of Culture 2017 programme.

AARHUS WALKS ON WATER 2017

€10.000

Prize Competition 2017

INTRO

Aarhus is the European Capital of Culture 2017. This means that the city will host some of Europe's most spectacular cultural events. Aarhus Walks on Water, AWoW, is one of them.

Aarhus is appointed as a must-visit-city by CNN, Vogue and The New York Times, so the city expects guests from near and far when Aarhus Walks on Water. AWoW is your chance to unfold your talent and take part in the celebration of the European Capital of Culture 2017!

Aarhus has a creative drive of its own, very often based in cross-sectoral partnerships, and Aarhus Walks on Water (AWoW) wishes to make this drive known internationally by focusing on fashion and design, demonstrating collaborations across creative industries, incubators, educations and artistic creative talents.

[Dokk1](#) and the Aarhus Harbour set the scene for Aarhus Walks on Water with digital facade projections, interactive e-textiles and sonic spaces. Digital scenography will shape the space for Europe's most talented young fashion designers and developers whose collections in tech-enhanced clothes and wearables will be shown on a floating runway.

Explore more about [European Capital of Culture 2017](#).

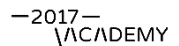
MORE INFORMATION

[Aarhus 2017 Official Website](#)

[Aarhus Walks on Water](#)

[Aarhus - Explore the city](#)

PARTNERS:



WHO CAN PARTICIPATE?

This competition is for exceptional and radical innovative fashion and tech talents.

Students and graduates from European schools and academies within e.g. design or engineering - or something completely different. We will be open to your ideas regardless of which educational background you may have.

Creative start-ups are also very welcome to participate. If you have a VAT/CVR number, it must be max 3 years old.

We invite individuals as well as teams to submit their designs.

WHY PARTICIPATE?

The winner receives a cash prize of € 10.000 as well as the opportunity to expand his/her network and find new partnerships. Aarhus is situated in the Central Denmark Region which is Denmark's largest region within textiles and fashion. You will receive massive media exposure as well as exposure within the creative industries, which has one of the biggest growth potentials right now.



THE PROCESS - IN SHORT

You start by sending a pdf containing **sketches** of minimum 4 (max 10) of your own styles/clothing designs that have some kind of wearable technology built in, e.g. sound and/or lighting etc. The technology is an essential part of the design itself and must be able to be experienced by the audience viewing it from a distance.

The best showpieces will then be chosen. A "showpiece" is defined as being an extraordinary design, where catwalk fashion is moved out of the purely visual by incorporating technology. The number of chosen designs per participant/group for the catwalk will be announced in May.

The chosen contestants will be assigned a Danish clothing company. They can choose to re-design existing styles or design new styles – a total of 4 designs. All designs must have some kind of wearable technology built in as well.

There will be a final review and the chosen styles will be showcased on the catwalk September 16th 2017 in Aarhus: your own designs + the designs that you have collaborated with the Danish company on.



IMPORTANT DATES & DEADLINES

March 14th 2017: Pre-register for the competition [here](#).

April 18th 2017: Deadline for handing in your material for review (sketches and proof of concept for the technological aspect). The jury will be announced later.

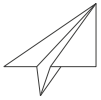
Maj 1st 2017: The chosen designers will be informed of their nomination and "next step".

Maj 5th 2017: The chosen designers will be announced at a Headstart Fashion event in Aarhus, Denmark. We hope you will be able to attend.

May – September 2017: Complete work on own chosen showpieces and assigned company styles.

September 1st 2017: All fully functional styles are finished and handed in for final review.

September 16th 2017: Aarhus Walks on Water show takes place in Aarhus



DELIVERABLES / CRITERIA

Designers and design teams entering the competition must meet the following :

CRITERIA

- All material must be in English.
- The styles must not previously have been exhibited.
- You must be able to show the ability to enter into cooperation outside your own field of expertise via project cooperations
- You must show an innovative use of fabric and textiles.
- You must have a directional and innovative style.
- You must be able to attend the award-/fashion show September 16th 2017 in Aarhus.*
- The show will take place outside in the evening/in the dark, so the wearable technology that is incorporated into the garments must generate either sound, light and/or other feature that is possible for the audience to experience in this kind of setup.
- You must be able to communicate properly in English with the partners in the competition.
- If chosen, you must regularly submit video documentation for PR-purposes and for use during the show. Documentation guidelines are by VIA Film & Transmedia and will follow in May.

DELIVERABLES APRIL 18TH 2017

- Description of the concept, including material and/or images which have inspired the collection.
- Proof of concept for the technological part of the design. Validation of light, sound etc in your design. Is it do'able?
- A minimum of 4 styles, but no more than 10. Sketches in one collected PDF.
- .CV/Resumé
- All material must be sent as PDF to mari@via.dk with your name/s clearly stated in the file title/s.

(It may be necessary to send it via e.g. wetransfer, yousendit, link to dropbox or other).



PLAGERISM & COPYRIGHTS

By enrolling in AWoW, you guarantee the authorship of your project.

Should you be found guilty of plagiarism, you will be disqualified.

AWoW holds no responsibility for accusations of plagiarism coming from third parties.

Property rights to the designer's own styles belong to the designer.

Property rights to the styles produced in collaboration with the company, belongs to the company, unless otherwise agreed.



WE OFFER

AWoW will provide everything needed in the execution of the show – professional show production, lights, catwalk, music, models, hair/make-up etc.

If you have any questions about the submission process and/or what to hand in, you are very welcome to contact Marianne Holch – mari@via.dk.



THE FINANCIALS

You are responsible for expenses in connection to the manufacturing of your own designs if chosen for the competition.

You are also responsible for expenses in connection to manufacturing of company styles, unless otherwise agreed.

AWOW will pay your hotel and travel expenses (for 1 person/group) if you are chosen for the show in September.

If you have any questions, don't hesitate to contact mari@via.dk.