



## Art Meets Fashion Information Sheet for Galleries and Boutiques

[Art Meets Fashion](#) is organized by [The San Diego Visual Arts Network](#) (SDVAN) and [FOCUS](#) (Fashion Opportunities Connect US) to initiate collaborations between fashion designers and visual artists of excellence, to showcase the creativity in San Diego. One of the goals of this project is to encourage local teens to be involved in the Arts by giving them opportunities through lesson plans developed from the exhibition and products created.

[SDVAN](#) and [FOCUS](#) have embarked on a project to enliven the SD art scene by cross pollinating the fashion and art worlds. By putting together teams consisting of an artist, a fashion designer, a teacher and a documenter, we hope to encourage products with immense creative energy. The collaborations will be showcased April /May 2011. Finale events will include:

- VIP fashion show on Thursday, April 28 at the [San Diego International Airport](#)
- Series of independent exhibitions for each of the teams at 2-3 hubs including the [NIC Promenade at Liberty Station](#)
- One group show, which will present highlights of each team at the San Diego International Airport from April - Sept 2011. (located Terminal 2, baggage claim)
- Lesson plans created by the teachers involved in the project will be posted and results featured in a special exhibition.
- [Art Meets Fashion: The FRINGE Events](#)
- Art Meets Fashion online competition featured on [Zhibit.org](#) coming in June

We are looking, at this time, for approximately 10 Galleries or Boutiques to host team exhibitions for a minimum of two weeks in April/May 2011. Exhibitions at galleries and boutiques selected in 2-3 hubs will enable the audience for this project to visit several venues at the same time. Venue owners will be invited to the launch fashion show and products can be sold at that event. Each exhibition venue can have their own opening reception but we are encouraging hub reception to increase the excitement for the promotion.

There will be an opportunity for the community to participate by indicating their favorite products. Opportunities for demonstrations and outreach panels will be available for those venues that are interested. There is a possibility of including student work if the venue requests this addition.

Gallery or Boutiques owners who participate are invited to join the selection committee for proposals if they wish. The sooner these venues commit to the exhibition, the more we hope they will be come involved and the more choice they will have of the team for their space. Teams will be announced June 15, 2010.

It will be the responsibility of each venue to work directly with the artist and fashion designer to display the exhibition and to arrange letters of agreement, commission, insurance of work while on site, etc. SDVAN is requesting a 5% donation for any product sold during the time of this promotion. Funds raised will go to help support lesson plans created from this project for at-risk teen. There is no charge for participation.

If you are interested, please give us the following information:

- Correct spelling of your venue name including contact details address, website url, and telephone number with contact name.
- Dates you are prepared to have the works on display. This display should be on view sometime during April/May, 2011. The display can start before April and/or end after May if you chose. We encourage month long views but a two week minimum is required.

For more information: [www.ArtMeetsFashion.org](http://www.ArtMeetsFashion.org)

[San Diego Visual Arts Network](#) ( Public Charity 501 (c) 3 EIN #205910283)

2487 Montgomery Avenue, Cardiff by the Sea, CA 92007 [www.SDVAN.net](http://www.SDVAN.net) 760.943.0148 [info@sdvisualarts.net](mailto:info@sdvisualarts.net)



[www.ArtMeetsFashion.org](http://www.ArtMeetsFashion.org) is our dedicated website and your details will be included online as well as on the SDVAN website. We are planning press releases and a number of collateral events to create a great deal of excitement about the Art Meets Fashion promotion. The only requirement of participation is your listing in the SDVAN directory if you have not already done so. This listing is free.

### **Art Meets Fashion: further information**

The exhibition will feature the results not only of the collaboration of the artist and fashion designer, but also the documentation of the process by talented videographers, writers and photographers. An exciting component of the team is the educator who will be asked to create lesson plans for their classrooms and general publication. Priority is being given to teachers who work with at risk teens. The teams will collaborate and mentor each other to gain new skills.

### **The Project**

Upon approval of initial applications, teams consisting of an artist, a fashion designer, a documenter and an educator will be assigned and collaborative projects will begin. Each team will choose their own theme. The goal of this collaboration is to create a marketable product (either garment or art work) for display. Teams will be selected by the Art Meets Fashion committee.

### **PART-ONE**

**Deadlines: Criteria for project submission from the individual artists, fashion designers, educators and documenters are due May 15 and teams will be decided by June 15.**

**Guidelines and Application** are posted on line.

Applicants may create their own theme but here are some suggestions:

- |             |               |                         |
|-------------|---------------|-------------------------|
| *Casual     | *Evening Wear | *Model                  |
| *Erotic     | *Ethnic       | *Paper                  |
| *Futuristic | *Music/Dance  | *Repurposed/Sustainable |
| *Teens      | *Political    | *Portrait               |

### **PART-TWO**

Teams will collaboratively choose a final theme. A panel of experts from the community, creative industries and academia will then evaluate the **final project proposal** to ensure consistency of theme and quality of work.

Products must be constructed with wearable and marketable materials. They can be created in any color or size and can be constructed for a male or female, adult or child. Art work can be created in any media but attention should be paid to display requirements for individual venues.

### **Deadlines**

Once teams have been **announced on July 15, 2009**, members will have two months to decide on theme and materials. Project proposals will be due no later than **Wednesday, September 15, 2010**. Project proposals must include design/concept drawings or patterns, color scheme and materials to be used. Proposal submissions must be done in person by appointment only. Location TBD. Finished garment(s)

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and/or art works will be due no later than **Tuesday, February 15, 2011.** If the team would like a stylist to assist with accessorizing, submit your request to [info@artmeetsfashion.org](mailto:info@artmeetsfashion.org).

### **Team Criteria**

**Designers/Artists:** Consistency of theme, Wear-ability and marketability of products produced, Creativity – Originality, Innovation uniqueness, Workmanship – use of materials and finishing is very important

**Documenters:** Attention to detail and over-all organization of documentation , Originality and uniqueness of concept for presentation of documentation , Quality of presentation medium and relevance to theme

**Educators:** Lesson plans fit into curriculum of school, Able to implement in school, Reading list, material list and suggested variations are well researched, Lesson plans are complicated enough to be challenging and simple enough to be elegant

**Example of proposal: Upcycled:** Take a used garment and recycle it into an artwork. Recycle an artwork into a wearable garment. Document the previous use of the work and the process to convert it as well as the end result using recycled materials as much as possible. Showcase both the garment and the artwork using recycled display elements. Lesson plan explores green processes of recycled everyday waste materials and uses recycled mediums of all kinds to create wearable garments and art works.

### **FINALE | Exhibitions at Galleries and Boutiques & Launch Fashion Show, Possible People's Choice Award**

A VIP fashion show is planned as a launch for the project possible date: April/May 2011 and Location TBD. Exhibitions at galleries and boutiques selected in 2-3 hubs will enable the audience for this project to visit several venues at the same time. There will be an opportunity for community to participate by indicating their favorite products. Opportunities for demonstrations and outreach panels will be available for those interested.

### **Collaborative Design Project Benefits**

Team members will substantially benefit from this collaboration through:

- Exposure to a broad audience base
- Exhibition/Sales opportunities
- Networking with a wide range of new professional contacts
- Recognition by peers and industry leaders
- Documentation of work including event catalog
- Contribution to art education for the youth of the San Diego region

### **Important Deadlines**

- Information Meeting April 22, 2010 from 5:30 to 7:30 at FIDA
- Applications due May 15<sup>th</sup> 2010.
- Teams will be announced on July 15, 2010
- Project proposals (Design/Concept Drawings, and materials) due by Sept 15, 2010
- Finished Designs due by February 15<sup>th</sup>, 2011
- Final Reception/Event April/May, 2011
- Designs showcased for minimum 2 weeks in S.D. County during April/May, 2011

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**The San Diego Visual Arts Network** (non-profit Public Charity 501 (c) 3 EIN #205910283) has a mission to improve the clarity, accuracy and sophistication of disclosure about San Diego's artistic and cultural life. We are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a website with a directory and events calendar and facilitating numerous collaborations on visual arts projects, we hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region. SDVAN list 1600 visual arts resources, has 4,000-5,000 unique visitors to our website per month and get over one million hits a year. We have approx 35,000 on our opt-in mailing list. SDVAN exhibition resume includes: [Little & Large](#), [Movers and Shakers](#), [SD Art Prize](#), [New Contemporaries](#).

**FOCUS (Fashion Opportunities Connect US)** is a fashion industry networking organization for emerging professionals with goals to:

**Connect** - create a community for those in fashion related industries to NETWORK, LEARN & GROW.

**Promote** - generate exposure opportunities for the emerging fashion market - designers, stylists, manufacturers, e-tailers, boutique owners, fashion students & other entrepreneurs.

**Inspire** - expose the San Diego consumer base to the independent fashion scene in San Diego through the Passport to Style, Art Meets Fashion, and other related events.

**Educate** - build a platform where experienced professionals can share their knowledge with the next generation.

**Give back** - build the scholarship program and create means to donate to fashion related charities in San Diego

For more information:

[www.ArtMeetsFashion.org](http://www.ArtMeetsFashion.org)

Patricia Frischer, coordinator, SDVAN [patricia@sdvisualarts.net](mailto:patricia@sdvisualarts.net) 760.943.0148

Felena Hanson, director, FOCUS [felena@focusSD.org](mailto:felena@focusSD.org) 619.889.7852

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