



APRIL 18 – 22 / 2017

2017 VIDEO APPLICATION INFO & GUIDELINES

APPLICATION DEADLINE: DECEMBER 22 (early deadline)
FINAL DEADLINE: JANUARY 20 (late entry)

SUBMIT APPLICATIONS ONLINE

<http://fashionarttoronto.ca/apply/submit-work/>

FOR MORE INFO:

www.fashionarttoronto.ca

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647-834-0061

ABOUT |FAT|

Fashion Art Toronto celebrates inventive and contemporary expression through 50+ runway shows, performances, fashion films, photography exhibits and art installations. This annual multi-arts fashion event, held every April, features 100 Canadian and International fashion designers and artists each year and welcomes over 5,000 guests; including buyers, curators, the media, and fashion and art lovers in general.

VENUE

The 12th edition of Fashion Art Toronto will be held at Daniels Spectrum – a newly developed cultural hub in Toronto's downtown east neighborhood. 15,000 square feet will host runway shows, exhibitions, installations, social spaces and backstage areas. The stunning space features 50-foot high ceilings and an 80-foot long runway as well as multiple project spaces featuring artist interventions, photography exhibitions and fashion installations.

EVENT OBJECTIVES

- Present inventive, creative and contemporary fashion design and art
 - Have an intelligent, conceptual and emotional point of view
 - Encourage experimentation and play
 - Introduce new ways of looking at fashion
 - Emphasize the relationship between fashion, art and performance
 - Gain public and media awareness of progressive and promising creators
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FASHION EVOLUTION

12TH EDITION: April 18-22, 2017

The April 2017 edition of **Fashion Art Toronto** titled FASHION EVOLUTION looks at key moments and circumstances in history that brought about shifts in fashion. Throughout 5 nights of programming, the festival will explore how social, political, economical & environmental circumstances have formed trends in fashion and how technological & industrial advances have influenced fashion to change throughout history. The theme will revisit fashion trends of the past, look at fashion of today, and will imagine how fashion may evolve in the future.

Some of the following concepts will be explored:

- The shift from couture fashion to mass production
- The influence of art, culture and innovation on clothing
- A look at fashion from the perspective of gender, modernity and norms
- Historical timelines and influences
- An emergence of underground to mainstream
- Past, current and future fashion trends

Specific sub themes will be formed based on submitted materials and will be announced following the submission deadlines.

DESCRIPTION

Video works must relate to the themes of fashion/ clothing/ the body. Video works will either be presented on 50" flat screen monitors or large projection screens, screened according to the schedule. The organizer will provide materials for display/presentation unless the artist has unique requirements, at which point the artist must provide those materials for presentation/display.

RULES & REGULATIONS

1. All entrants must submit a fully completed application form, a \$25 entry fee (\$35 for late submissions)
 2. Applicants may submit work for more than one category, as separate entries.
 3. The organizer reserves the right to cancel any of the categories at any time.
 4. The organizer shall have the absolute discretion to refuse any applicant, decline any participation or withdraw any entries from the event at any time.
 5. The entrants shall be solely responsible for the costs of production, maintenance, safety and good condition of his/her work at the event, and Fashion Art Toronto shall not be held liable for any loss or damages of the work submitted for the event.
 6. Design, art and music ownership shall be vested with the designer/artist/musician.
 7. The organizer reserves the right to use any entries including support material and images for promotional or publicity purposes before or after the event.
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