

IDCW PRESENTS

product  
runway

# RULES



## DESIGN RULES & GUIDELINES

Design teams will be disqualified from placing in the competition if any rules have been violated.

## TEAMS

Teams consist of a design firm paired with a product manufacturer's representative. Selected design firm entrants will be randomly paired with a product manufacturer at the Kick-Off Party.

## DESIGN TEAM

The design team entry fee is \$600. This fee includes six (6) General Admission Team tickets. Tickets are required by all participants for entry to the event and only Team Ticket holders will have backstage access. Please note: backstage access will be limited due to available space. More details about backstage requirements will be provided in advance of the event. A design team will consist of a minimum of 4 participants actively or recently employed by an architecture or interior design firm. Exceptions will be permitted and must be approved by **PRODUCT RUNWAY** Chairs upon review.

## STUDENTS

One member of the team must be a current interior design student selected by the team. This team member will receive one of the provided Team tickets. Please note: the event is a 21 or older venue.



## MODELS

The model is considered to be a member of the team and must be a design professional or student team member. No model outsourcing is permitted. The model will participate in pre-show events as well as the fashion show. Creativity and showmanship is encouraged, however additional persons present on the runway during the event must be disclosed and approved by the **PRODUCT RUNWAY** Chairs in advance.

## PRODUCT MANUFACTURER REPRESENTATIVES

The entry fee for product representatives is \$400 plus the cost of finish materials. This fee includes two (2) Preferred Seating Tickets.

## HAIR & MAKEUP

Teams will be paired with a stylist based on needs. Consult coordination will occur after CA 1.

## MATERIAL LIMITATIONS

Design teams are limited to running line materials. No custom colors or patterns are allowed unless physically produced by the team. Materials available for garment construction will be mutually agreed upon by the design firm and representative. Design firms are strongly encouraged to consider the cost burden and time requirements when requesting materials. Additional materials required to fabricate/adhere/construct the garment are allowed as necessary, but should comprise the smallest overall percentage of the garment and should not be outwardly visible to earn the most possible points.

## COMPETITION JUDGING & DESIGN

**CONSTRUCTION QUALITY** - Make it work and make it last! Fabrication of the materials into a garment is the sole responsibility of the design team. This includes the cost of fabrication. Teams shall also consider how the garment will be stored and kept safe during the competition and following the show. Winning garments may be used in future promotions.

**CREATIVITY** - Use materials wisely! Judges will be looking for craftsmanship, originality, resourcefulness, continuity of concept, use of material and ingenuity. So bring it!

**CLASSY & CHIC** - Make it tasteful. Teams are representing not only the design firm, but the industry. No exposed bosoms or bottoms!

## DEADLINES & DELIVERABLES

All images and forms must be submitted to teams@productrunway.com by 6pm on the deadline date. Teams that submit on time will earn 2 points per deadline to their final score (12 points total). Late submissions will not receive additional points. Confirmation emails will be sent 24 hours after submissions have been verified.

- Acceptable file types are jpegs, no exception. All images are subject to use by **PRODUCT RUNWAY** to promote the event.
- Required forms are provided at [productrunway.com/teams](http://productrunway.com/teams).
- No additional boards are required. **PRODUCT RUNWAY** will provide final portfolio comprised of all deliverables.

## SCHEMATIC DESIGN

**DEADLINE | JANUARY 21, 2011**

**TASK:** Begin team charrette and start to establish the frame work of the design!

- Preliminary concept statement and designate team leader – use SD form
- (2) Preliminary sketches of design
- (3 – 5) Inspiration images
- (3) Photos of team during charrette

## DESIGN DEVELOPMENT

**DEADLINE | FEBRUARY 11, 2011**

**TASK:** Define concept and your team.

- Final concept statement and team members – use DD form
- (2) Preliminary sketches of design with material call outs
- (3 – 5) Inspiration images that support the concept
- (3) Photos of team during work SESSION



## CONSTRUCTION DOCUMENT

**DEADLINE | MARCH 4, 2011**

**TASK:** Finalize design and materials used.

- Preliminary makeup/hair map, materials defined – use CD form
- Final sketch of design
- Final sketch of design calling out materials used
- (1) Image of the finish material for its intended application. This image must be provided by the manufacturer representative.

**FOR EXAMPLE,** if the garment is fabricated from wall tile - provide an image of the wall tile in an architectural application such as a backsplash in a kitchen.

## CONSTRUCTION ADMINISTRATION 1

**DEADLINE | APRIL 8, 2011**

**TASK:** Begin construction.

- Progress photos
- (3) Photos of team during work session
- (3) Detail photos of garment

## CONSTRUCTION ADMINISTRATION 2

**DEADLINE | MAY 13, 2011**

**TASK:** Continued construction and defining final look.

- (3) Photos of team during work session
- (3) Detail photos of garment
- Team photo

## CONSTRUCTION ADMINISTRATION 3

**DEADLINE | MAY 23, 2011**

**TASK:** Strike a pose.

- Finalized makeup map (defined by salon and team after consultation)
- (3) Head to toe photos of model in garment in fashion pose. A color-block silhouette of the garment and model will be used as a graphic decor material (think older iPod ads). So the pose should be artistic in nature.

## FINAL PUNCH LIST

**DEADLINE | MAY 23, 2011**

• **BACKSTAGE AND DAY OF COORDINATION**

Coordination will occur during CA 3.

• **PRESHOW REHEARSAL**

Team captains and models are required to participate in the preshow rehearsal at the event. Date to be determined closer to event date. In order to expedite rehearsal time models, will walk the runway without the garment. Models are encouraged to participate in an offsite dress rehearsal.

• **PRE-JUDGING SETUP**

**June 3, 2011**

Pre-Judging setup will occur the morning of the event. Garments and accessories must be on dress forms between 8 am to 10 am June 3rd at event site. Look Tags and team submissions will be provided by **PRODUCT RUNWAY**. Space is limited. No additional information or materials will be allowed during pre-judging. All additional items will be removed.

**DELIVERABLES:**

- Garment on form.
- Any made accessories. Store bought items will not be allowed.

**EVENT: June 3, 2011**

Please be on-time for your scheduled appointment with our Hair and Makeup professionals.