

IDCW PRESENTS

product
runway

KICK IT

KICK OFF PARTY



THE LOOKS

GENIUS IS FOUND IN SUBTLE IRONY...

SURREPTITIOUS, OFTEN SUDDEN, GUERRILLA OR STREET ART IS THE CREATION OR INSTALLATION OF UNAUTHORIZED PUBLIC ART, OFTEN WITH THE PURPOSE OF MAKING AN OVERT POLITICAL STATEMENT.

PRODUCT RUNWAY CELEBRATES THE **RECLAMATION** OF SPACE AND CHANGING ITS **DYNAMICS** WITH IMAGES OR COUNTER IMAGES, ART THAT HAS BEEN CREATED ANONYMOUSLY AND LEFT ON WALLS OR IN PLACES SUCH AS PUBLIC SQUARES. STREET ART IS NOT ONLY SPRAY PAINT, TEXT AND IMAGES. IT CAN ALSO ENCOMPASS THEATER AND FILM PROJECTIONS PROJECTED ON WALLS OF BUILDINGS. AND COME SPRING 2011, ART AS FASHION WILL RETURN IN **PRODUCT RUNWAY**.

NEITHER DISPOSABLE NOR PERMANENT, **PRODUCT RUNWAY** EMBRACES STREET ART AS A MEDIUM TO INSPIRE CREATIVITY. AS DESIGNERS AND ARTISTS, WE HAVE A VOICE. WE HAVE A POINT OF VIEW. **PRODUCT RUNWAY** IS THE FORUM TO BE HEARD.



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FREQUENTLY ASKED QUESTIONS

WHO IS THE MAIN POINT OF CONTACT FOR QUESTIONS?

All team coordination and questions go to teams@productrunway.com.

WHERE CAN I GET A COPY OF THIS YEAR'S RULES?

Go to productrunway.com. You can view the rules online or you can download the whole document (PDF).

I NEED A STUDENT, WHERE CAN I FIND ONE?

We have a large list of eager and talented students ready to participate on a team. Contact teams@productrunway.com and request a student.

WHAT IS NEW THIS YEAR?

- Extra Points - all on time deliverables will earn 2 points per phase. This is a total of 12 points earned for their final judging score.
- Deliverables - will consist of a Submittal Form (PDF) and Images per phase. No additional boards or portfolios are required.
- Hair/Makeup Maps - will consist of information needed by the stylists.

WHAT FORMAT SHOULD THE IMAGES BE?

Jpegs are the only format accepted for images.

WILL WE GET CONFIRMATION AT EACH PHASE AFTER WE TURN IN OUR DELIVERABLES?

Yes, confirmations will be sent about 24 hours after the submittal is received, reviewed, and processed.

WHAT ARE THE SUBMITTAL FORMS?

Submittal forms are editable PDFs. Just fill it out and turn it in or save it to complete later. All forms and other deliverables must be sent to teams@productrunway.com.

HOW DO I COMPLETE THE HAIR/MAKEUP MAP?

The map is a PDF that can be printed and hand rendered or cut and paste images or digitally manipulated in Photoshop or whatever the team decides. All we request is that the final image is submitted as a PDF.

WHERE CAN I FIND THE FORMS?

All forms are located at productrunway.com. Click on 'TEAMS' and download the PDF form listed by phase.

WHAT NEEDS TO BE SUBMITTED?

Each phase consists of a PDF submittal form and jpeg images. All submittal requirements are listed in the rules and on each submittal form.

WHEN ARE SUBMITTALS DUE?

Due dates are listed in the rules, on the submittal forms, and in this packet under 'Important Dates.' All deliverables are due by 6pm (on the respective dates listed) to teams@productrunway.com.

WHAT HAPPENS IF THE SUBMITTALS ARE LATE?

No points are earned.

DO WE HAVE TO CREATE A CONCEPT BOARD OR PORTFOLIO?

No, this year the submittal process is simple to give more focus on constructing the garments. At the end, all the deliverables will be compiled into a portfolio provided by Product Runway. These portfolios will be used during pre-judging. The formatting will be the same for all teams and will not include extra materials.

WHO GETS TO KEEP THE PORTFOLIO?

The portfolios are the property of IDCW and Product Runway. However if your team is interested in getting a copy of your portfolio please contact teams@productrunway.com.



**TAG
YOUR
CALENDARS**

JANUARY

JAN 06 2011 - PRODUCT RUNWAY KICK OFF PARTY

JAN 21 2011 - SCHEMATIC DESIGN DUE

FEBRUARY

FEB 11 2011 - DESIGN DEVELOPMENT DUE

MARCH

MAR 04 2011 - CONSTRUCTION DOCUMENTS DUE

APRIL

APR 08 2011 - CONSTRUCTION ADMINISTRATION #1 DUE

MAY

MAY 13 2011 - CONSTRUCTION ADMINISTRATION #2 DUE

MAY 23 2011 - CONSTRUCTION ADMINISTRATION #3 DUE

JUNE

JUNE 02 2011 - REHEARSAL

JUNE 03 2011 - PRODUCT RUNWAY

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