

Industrial Fashion Event!

Tuesday, 5 July 16

Calling all costume and clothing designers...

What is it?

Local fashionisters are invited to create, design and build costumes inspired by our industrial heritage. Take a photo of a local landmark and create a wearable artwork that is a story in a frock! The works will be presented in the form of a fashion and dance installation and happening. It is the opening event of the new Art and Industry Festival on **Friday 18 of November**.

Who can be involved?

Are you a costume designer or fashion designer? Do you make unusual and beautiful things in your back shed or studio? Are you an industrial history buff with a feel for design? Then put in an expression of interest.

Why is it exciting?

Fashion and design are now recognized as important parts of the arts. There are many locals who can sew, build and glue wonderful objects. We are taking inspiration from the unique area we live in and the great buildings and places with industrial pasts to create fashion. The fashion created will be presented theatrically in the form of a wild fashion parade and party on a catwalk in an event full of surprises.

Each garment can reflect industry operating in the City of Hobsons Bay. Some examples include: Newport Power Station, Newport Rail Workshops; Spotswood Glass Bottle Works, Ship Building, Meatworks, Breweries, Petrochemical Industry, Quarries, Plastic and Car Manufacturing.

What can I get out of this?

If you are a budding designer this is a way to get your work seen by the public at a high profile event. If you are a maker then this is an opportunity to create a wearable piece of art. If you are a dancer or performer you might enjoy performing in one of these works of art.

What are the rules and parameters?

All artworks need to reflect part of the industrial heritage of the Hobsons Bay Area. It should be easy to understand the building or site that inspired the work. The work must be able to be worn by a person who can also walk and/or dance while wearing the artwork. The artwork must be able to fit through a standard size door.

Garments must:

- Reflect a specific industry.
- Be original and adventurous in design and make creative use of both traditional and non-traditional materials.

Fee

\$500 will be paid to each selected design to cover the costs of producing the garment ready for showing. (There are 15 artworks and costumes to be created).

Some designers might be invited to create more than one outfit.

The artist can also provide a model using the fee. Or a model will be found from the local dance and performance community to wear the artwork.

What do I need to do next?

Research a local industry that you would like to be inspired by. Draw your idea and list the materials the outfit would be made from. You can put in as many applications as you like.

Attend the briefing session **Wednesday 13 July 6.30 – 8pm** so you are clear on the project at **Williamstown Library 104 Ferguson st Williamstown.**

What is the Art & Industry Festival?

The Art & Industry Festival is supported by the Hobsons Bay City Council and will occur at various locations throughout the municipality from 18 to 27 November, 2016. Drawing links between art and industry, the theme of the festival is 'Celebrating our past; Designing our future'. <http://artandindustryfestival.com.au>

Following the Industrial Fashion Event garments will be displayed at the Louis Joel Arts & Community Centre, Altona for the week of 20 Nov – 27 Nov.

Expressions of interest should detail:

- Name and contact details of the designer.
- A drawn design concept for the garment/s identifying the specific industry to be represented.
- A brief CV and examples of previous art experience if appropriate.
- Evidence of ability to successfully see the project through design, making and showing.

Closing Date for Expressions of Interest is 5 pm Monday 1 August and should be forwarded via email to: Kaye Smith kgus@bigpond.net.au