

The US Green Building Council Emerging Green Builders NY (EGBNY) Presents the Third Annual

PROJECT **earth** DAY STUDENT COMPETITION

THROUGH THE LOOKING GLASS: AN EXPLORATION OF SCALE AND PROPORTION

How green in your Wonderland?

Travel through the looking glass to our wonderland, present-day New York City, viewed through a distorted lens where big is small, small is big, and the worlds of building and fashion collide through an exploration of scale.

Project Earth Day challenges the next generation of designers to survey the current landscape and reevaluate the way you think about environment and development. Bigger does not necessarily equal better, and so we're asking designers to suspend disbelief here, to start with an any inspirational image, and to play with scale and proportion, to exaggerate telescoping ideas or images that are important to you, while still executing the highest of technical design, and following the good, better, best philosophy of our Eco Design Principals Check List. We know that without sacrificing creativity, innovation is happening and today's designers are continuing to find new sustainable solutions to old problems.

Create a winning and innovative garment to be showcased on the runway incorporating this year's theme. Your complete look will be judged on creativity and concept, technical execution, as well as the incorporation of the Eco Design Principles Checklist. You could win one of the following prizes:

- First Prize:** \$1500, your look will be featured online for 1 month on Cosmopolitan's Hot Spot website, www.cosmopromo.com, gift bag from our sponsors
- Second Prize:** \$750 & gift bag from our sponsors
- Third Prize:** \$350, gift bag from our sponsors
- Honorable Mention:** \$50, gift bag from our sponsors
(2 Recipients)

Each accepted design will make its fashion debut on the Project Earth Day catwalk by a professional model. Creative direction of the runway, including music selection, will be handled by our event Producer and Stylist, driven by the overall event theme Through the Looking Glass: An Exploration of Scale and Proportion. The student designers will have creative control over their model's make-up and hair styling within in the limitations set forth by the Producer / Stylist, and be fully responsible for their mode's complete look, including accessories, and footwear. All looks should be designed for model dimensions provided to each student at time of acceptance.

Student designers will have the opportunity to communicate with the judging panel will be given the opportunity to discuss the winning designs with the media after the fashion show in a press conference.

***Applicants will be responsible for any and all travel, lodging, and miscellaneous expenses. Designers chosen to participate in the Project Earth Day fashion show will be responsible for collecting their garment(s) after the event. Project Earth Day will not be held liable for any garment(s) that are damaged or left behind during or after the event. As a Project Earth Day participant you are attesting to the validity of your student status and understand that any contrary status will result in your elimination from the competition.

Project Earth Day 2009 Student Competition Guidelines

ELIGIBILITY

Contest open to fashion, interior, and architecture students currently enrolled in a four or two-year degree program in the United States. Recent graduates are also permitted to enter if they have graduated within 12 months of the competition date. Copy of valid student id must be submitted with application. If you are partnering-up to make your look, please include details for all participating members.

DEADLINE

DUE March 18th, 2009

Application Fee & Completed Application (including completed application form, scanned copy of valid student id, resume, sketch of design, description of Eco Design Principles that you plan to incorporate into the creation of your garment, inspirational image and description of your interpretation of this year's theme and how it applies to your design). You will be notified on March 23rd, 2009 if your design is chosen via email.

DUE April 13th, 2009

Completed garment, completed Eco Design Principles checklist.

FEE

There is a \$15 Application Fee. Only one submission is allowed per student. *Application fee will be used towards Carbon Off-Set credits, to help make our event foot print a bit smaller!* Please use one of the following payment methods:

ONLINE:

Go to Project Earth Day's website at www.projectearthday.com.

Under the Student Competition area on the home page, click on the "Student Competition Payment" link to submit your payment electronically.

OR BY MAIL:

Make checks payable to "USGBC NY."

USGBC NY

One Bowling Green, Suite 419

New York, NY 10004

**please write "Project Earth Day" on your check*

REQUIRED SUBMISSION MATERIALS

All submission materials must be sent via email as a PDF, ZIP or equal attachment, to Trish Seidel, Student Competition Coordinator at projectearthdaysc@gmail.com

Submission materials 1-6 & 8 must be received by midnight on March 18th. Submission material no. 7 must be received by April 13th, along with you completed look, if you are selected to participate.

1. Completed Application Form. Download at www.projectearthday.com
2. Copy of your valid Student ID (please scan)
3. Resume
4. Inspirational Image
5. Sketch of your design (complete look for runway)
6. Short Description of the **Eco Design Principles** you will incorporate into the creation of your garment.
7. Completed **Eco Design Principles Checklist**, describing actions taken to follow the guiding principles of sustainable design. Download at www.projectearthday.com
8. Short Description (250 words or less) about your interpretation of this year's theme and how your design defines it.

JUDGING CRITERIA

Students will be judged on the following criteria:

Creativity & Concept (50%)

1. Your innovation, creativity & interpretation of this year's theme - Through the Looking Glass: An Exploration of Scale and Proportion
2. The overall visual experience of the completed look

Technical Execution (25%)

1. Execution and technique: fit, method & attention to detail

Eco Design Principles Checklist (25%)

1. Utilization of the **Eco Design Principles** will be judged on a good/better/best philosophy. You must utilize a minimum of 2/6 to qualify to show at Project Earth Day, 3/6 good, 4/6 better & 5/6 best.
 - a. **Sustainable "Sites" (SS):** Focusing on manufacturing locations and transportation locations, are they shipping fabrics made in Canada over to china back to the states? The types of transportation these products use. Using Rail and Waterways would be preferable to reduce the use of fossil fuels. Are the companies housed within a green building?
 - b. **Water Efficiency and Protection (WE):** how the garment is addressing the impacts of excessive water use in the manufacturing. How the wastewater in the manufacturing process is handled. What kinds of dyes are used which may cause contamination.
 - c. **Energy and Atmosphere (EA):** Are ozone depleting chemicals used in the manufacturing of the products. How much energy is required to make the garment? What types of energy saving techniques are used, are there any offsets for the energy use.
 - d. **Materials and Resources (MR):** Recycled content, regional raw materials, innovative ways to utilize reused materials, where does the manufacturing waste go, how is it reduced/reused, rapidly renewable materials
 - e. **Indoor Environmental Quality (IEQ):** Organics and low toxicity/ low emitting materials.
 - f. **Innovation in Design (ID):** Innovative technologies: laser cutting, laminating fabrics, etc*Utilization of the **Eco Design Principles** will be judged on a good/better/best philosophy. You must utilize a minimum of 2/6 to show at Project Earth Day; 3/6 good, 4/6 better, 5/6 best.

RESOURCES

Informational links listed below for your reference.

Recycle, Re-use & Repair (MR)

Many environmentalists believe that "green consumerism" is a skewed phrase. Why make things out of new materials when you can rescue materials from the landfill? Get creative! Remake, re-use and recycle materials otherwise fated for the landfill to create your garment.

<http://www.epa.gov/msw/textile.htm>

http://www.tedresearch.net/research_downloads/recycling.pdf

Dyes & Water Consumption (WE)

Some appalling manufacturing processes in the textile industry flush toxic dyes and chemicals into our water supplies. This disrupts the natural environments of fish, animals, and other wildlife. How does your garment curb the polluting nature of the textile industry?

<http://www.naturaldyes.org/>

Eco-Labeling (ALL)

Although there is currently no global standard of labeling that manufacturers or designers must adhere to, many environmentalists believe it is important for consumers to know where a garment was grown/manufactured/produced/etc. throughout its life cycle so that they can make an informed decision when making a purchase. Similar to the way your cereal box lists nutritional information, clothing, textiles and essentially every product could have an eco label on it. How does your garment express or promote this important element of the design process?

<http://www.inhabitat.com/2007/06/03/manufacturing-sustainability-brands-weigh-in/>

Organics/Low Toxicity (IEQ)

The devastating use of pesticides and herbicides for the textile and fashion industry are making headlines. We highly encourage the use of materials that are pesticide and herbicide-free. Fabrics grown organically are better for the farmer, the neighboring wildlife and the consumer's skin.

http://observer.guardian.co.uk/woman/story/0,,2054421,00.html#article_continue

<http://www.epa.gov/epaoswer/hazwaste/id/infocus/k02028.pdf>

http://www.tedresearch.net/research_downloads/lowtoxicity.pdf

Fair Trade & Ethical Issues (SS)

Sweat-shop labor and unfair, unsafe labor practices are important ethical issues to be aware of in the fashion industry. How does your garment address these issues?

<http://fashioninganethicalindustry.org/static/sewingmachine.html>

<http://www.cleanclothes.org/cccs.htm>

http://www.aarp.org/fun/radio/pt_postscript/ethical_fashion.html

Bio-mimicry (SS, MR, ID)

This visionary theory encourages us to look at natural and biological cycles and processes in nature for inspiration about ways we can minimize the environmental impact of our designs.

<http://www.biomimicry.net/>

Long-Life vs. Short-Life Analysis (MR, ID)

Fashion can be disposable (the \$5 party shirt you wear once before it falls apart and you throw it away) or sustainable (the lace wedding veil that is passed down from generation to generation, carefully mended, and stored in a special vault). Will your garment be a classic piece that you will have for years and years to come? How long do you expect your piece of fashion to live?

New Technologies & Finishes (ID)

Can you utilize an innovative, cutting-edge technology in the manufacturing of your garment? Laser cutting, for example, is quick, produces NO dust, NO noise and is extremely accurate. Another example is laminating fabric to extend a garment's life and reduce the energy used in laundering. Surprise us with new and innovative technology!

<http://www.bostonlasers.com/>

Carbon Footprint (SS, IEQ)

A carbon footprint is a unit that measures the impact that a product or service has on the environment. Everything from the fumes of a truck as it imports foreign fabrics to the fumes of fabric glue can contribute to a garment's carbon footprint. How does your garment address this important global issue?

www.climatecrisis.net