

The USGBC Emerging Green Builders NY (EGBNY) Presents the Second Annual PROJECT EARTH DAY STUDENT COMPETITION



How Green Are You?

Event Date: Thursday April 24th, 2008 @ Teknion Showroom, 641 6th Ave, New York, NY 10011 USA

How does your built environment inspire your fashion?

Project Earth Day, a fashion show staged in the urban fabric of New York City, is dedicated to the promotion of green design and builds a platform for leaders and future leaders in the design industry to bridge their environmentally-conscious ideas and developments together. Presented by the Emerging Green Builders, a committee of the United States Green Building Council, Project Earth Day advocates values of sustainability, innovation and environmental responsibility.

Project Earth Day is looking for students with fresh, eco-savvy talent to enter its Second Annual Student Competition. We live in a society where fashion is disposable but the Earth's resources are not.

How green are you? How does your built environment inspire your fashion?

Using an image or photograph from your built environment for inspiration, create a winning and innovative fashion garment to be showcased on the runway. Your complete look will be judged on aesthetics, execution of design, and innovative incorporation of one or more ecological design principles (see guidelines for further details). You could win one of the following prizes:

- First Prize:** \$1500, your look featured in a major publication and a gift bag from our sponsors
- Second Prize:** \$750, a Teknion Contessa chair, and a gift bag from our sponsors
- Third Prize:** \$350 and a gift bag from our sponsors
- Honorable Mention:** \$50 and a gift bag from our sponsors
(2 Recipients)

Each winning design will make its fashion debut on the Project Earth Day catwalk by a professional model. The student designers and 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 2008 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 14, 2008

Application Fee & Completed Application (including completed application form, scanned copy of valid student id, resume, sketch of design, copy of inspirational image or photograph, description of design and eco-principle(s) used)

DUE April 17th, 2008

Completed garment. You will be notified on March 17th, 2008 if your design is chosen via email

FEE

There is a \$15 Application Fee PER submission. You can submit as many applications as you like and the fee is \$15 per submission. *Your 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 2008 Student Competition area, 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

REQUIRED SUBMISSION MATERIALS

EMAIL THE FOLLOWING ITEMS

1. Completed Application Form. Download at www.projectearthday.com
2. Copy of your valid Student ID (please scan)
3. Resume
4. Sketch of your design (complete look for runway)
5. Copy of your inspirational image (photograph/picture of the built environment that inspired your design). Please keep in mind that this photograph will serve as a backdrop on the runway should your design be chosen, so make sure the resolution is of great quality.
6. Short Description (250 words or less) about the ecological design principles utilized in the garment and how your built environment inspired you (see rules for more information)

Email the files to Julia Lauren Vasic, Student Competition & Runway Show Coordinator at projectearthday@gmail.com



RULES

This competition is open to men's wear and women's wear. The judges will be looking for a stylish, eco-savvy design that incorporates the following concepts:

1. How does your built environment serve as inspiration for your design?
2. How well does your garment utilize the following ecological design principles?

Your design MUST incorporate one or more of the following principles to be eligible for the competition:

- Recycle, Re-use & Repair
- Dyes & Water Consumption
- Eco-Labeling
- Organics/Low Toxicity
- Fair Trade & Ethical Issues
- Bio-mimicry
- Customization
- Long-Life vs. Short-Life analysis
- New Technologies & Finishing Processes
- Carbon Footprint

Descriptions and informational links about the Ecological Design Principles are listed below for your reference.

ECOLOGICAL DESIGN PRINCIPLES

Recycle, Re-use & Repair

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

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

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/>



ECOLOGICAL DESIGN PRINCIPLES CONTINUED

Organics/Low Toxicity

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

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

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

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

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/> (Boston Lasers is offering a discounted laser cutting rate for this competition)

Carbon Footprint

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

