

Sichuan School International Conceptual Design Competition

School Uniform Fashion Design

Competition website

<http://www.wedesigngroup.com/competition>

Competition Background

On 12th of May 2008, one of the fiercest earthquakes in history attacked Sichuan, China which measured at 8.0 Ms and 8.3 Mw according to Chinese Earthquake Administration. Official figures at July 6, 2008 12:00 CST state that 70,000 are confirmed dead and 380,000 injured, with 18,000 listed as missing. It is the deadliest and strongest earthquake which hit China since the 1976 Tangshan earthquake.

In this competition, the project in question is a famous high school in Chengdu. The school was founded in 1905, within the so called Self-Strengthening Movement in China (The idea is to keep the spirit of Chinese culture while utilising the technology from western country). With a history of over 100 years, the campus has acquired a unique character which the client would like see it being continued in the new campus. The school is a national level demonstration school, and Modern Technology Experimental School under the direction of Sichuan provincial government and the Education Bureau in Beijing. Unfortunately, the earthquake destroyed the main building and the old campus was damaged. Based on the government's development plan, the school is to be moved to the new development district and rebuilt to be a 84 class High school campus, in order to improve the education in Sichuan, and to set up a new benchmark for the recovery work in Chengdu.

The objectives are to gather design ideas to support the after earthquake recovery development for a high school in Sichuan; to encourage critical review of historic development and present state of school design; and to provoke discussion of ideas and direction regarding design intervention in contemporary school development.

The international competition is open for designers and students with background of architecture, masterplan, interior, product design, fashion design and artist. We are looking for conceptual designs.

Competition Brief

The Sichuan School International Conceptual Design Competition leads us to the vision that indicates the future of school uniform fashion designs for high school students aged 16-18.

The participants are asked to challenge preconceived notions of what clothing can mean. We are looking for a school uniform design with an intriguing vision of the future. The representation at this competition is not only for the purpose of being awarded but also for introducing a fresh current in terms of designs into the school.

The jury are of internationally experienced experts in design, education and the media. The judging criterion are based on creativity and rational analysis demonstrated in the scheme. The exploration of technology and multi-disciplinary solutions will be valued.

The judging process will be done through an open and transparent workshop. All the submitted work will be shown online within 7 days after the deadline. The winning works will be exhibited and published in major spaces and media in London and China.

Submission Requirements

The collection should consist of 4-6 outfits/items

The collections shall be for both Girlsweat and Boysweat

The participants are free to choose the season and purposes (ceremony, daily wear and sport)

- Minimum scope of submittal
 - School Uniform Fashion**
 - Explanation text (no more than 1000 words)
 - Sketches and inspiration for the collection
 - Technical sketch for 2 selective outfits/items which must contain design details (by including close ups of the details)
 - Final illustrations for all outfits/items

- Maximum 2 A1 landscape boards (841X594mm)
- Submit JPG files only (200 dpi)
- Participant's identity shall not be shown on all boards. Important note: Registration number shall be printed at the top right corner of the board at size 150X50mm
- The jpgs files shall be sent to competition@wedesigngroup.com by email with the registration number and category (architecture / furniture / fashion) listed in the email subject. Each JPG file shall be smaller than 5M.
- All submittal shall be written in English.