

**Ag Art Wear®
2013**


Entry Essentials





Welcome to Ag Art Wear 2013

Our *Entry Essentials* is designed to inspire and encourage you to be part of the Ag Art Wear experience. It will provide you with all the information required to enter online.



*'Improvise. Become more creative.
Not because you have to, but because
you want to. Evolution is the secret for
the next step.'*

Karl Lagerfeld

Ag Art Wear is what?

- In the simplest of terms, Ag Art Wear is a creative challenge where designers create a wearable art garment from material that is found on a farm.
- The competition takes place each year during the New Zealand National Agricultural Fieldays.
- Six day shows are held during Fieldays, with the extravagant 'Rural to Runway' gala dinner, the pinnacle of the competition and official awards ceremony, hosted in Hamilton City on the Friday evening.
- A lighting and musical spectacular further enhances the visual aspect of the garments helping project their meaning to the audience.
- The show is a catwalk-styled runway production with professional models.

Ag Art Wear is now...

- In its nineteenth year.
- Proud to see that, what started as a one-category show with a few entries, is now a full production with four categories, a crew of twenty and viewed by over 4,000 guests. It is a true spectacle!
- Accepting entries from two Australian shows, making this a true Australasian event.
- An absolute must see for many guests attending Fieldays and is regularly featured in web and print media.

Ag Art Wear gives back...

- Over \$12,000 in prize money, offered across our four categories.
- Proud to be associated with the Waikato Breast Cancer Research Trust.
- The chance for designers to showcase their talents no matter what creative field they're from.
- The opportunity for designer to have their names in lights in front of selected media.



Categories



Designer Traditional

If your Ag Art Wear design was made out of the finest clothing materials, would you wear it? If yes, then your garment should be entered in the Designer Traditional category of the competition.

The aim of the Designer Traditional category is to create a conventional and traditional styled garment, while embracing the competition's theme of sourcing materials from agricultural connections. We encourage designers to follow the greats in fashion, such as Cavalli, McQueen and Versace, and push the confines of this traditional realm.

A Designer Traditional garment should have artistic features but should embrace innovative design approaches as showcased on the great couture runways of Europe.

Designers are encouraged to have an 'Avant Garde' feel to their creations; however this category is the domain of those who choose to stay within traditional clothing design methods.


- First place \$2,500 cash prize
- Second place \$1,000 cash prize
- Third place \$500 cash prize

Avant Garde

Delve into the wild depths of your imagination and create a piece of art that is outrageously unorthodox and experimental, all while being made from material found on your local farm. Your entry should push the boundaries of conventional design, with outlandish and eccentric features. The aim of this section is to design a creative piece of art that can be worn and/or mounted on the body.

Entrants should create a visual effect that will generate audience reaction. Designs in the Avant Garde category do not encompass traditional clothing design elements, nor do they resemble conventional clothing. The main element is to create that mind-blowing effect – challenging, innovative, radical, electric and unique.

- First place \$2,500 cash prize
- Second place \$1,000 cash prize
- Third place \$500 cash prize



Classroom Couture

The Avant Garde category has been developed to foster aspiring young artists and designers who are currently attending a secondary education institution.

Designs in this category may either resemble traditional clothing garment styles and shapes or may follow an Avant Garde theme and be an ultra-modern art piece for the body, showcasing a designers unique and eccentric intent.

To compete in this category entrants must be attending a secondary school institution at the time of the competition entry deadline date, 15 May 2013.

First place \$2,000 cash prize, plus a travel prize comprising of return flights to Wellington, one night's accommodation, and two tickets to WOW in September*

Second place \$1,000 cash prize

Third place \$500 cash prize

Supreme Award

Awarded to the absolute overall standout creation of the competition as judged our panel of judges. The supreme award winner will be a garment that:

Is original, has visual impact and evokes audience reaction

Shows clear understanding and interpretation of the Ag Art Wear category entered

Demonstrates technical skills in garment assembly and construction

Prize package to be announced shortly!



Awards presentation

The official awards presentation of Ag Art Wear 2013 will be held at the **Rural to Runway Gala Dinner Event on Friday 14 June**

Doors open: 6.30 pm

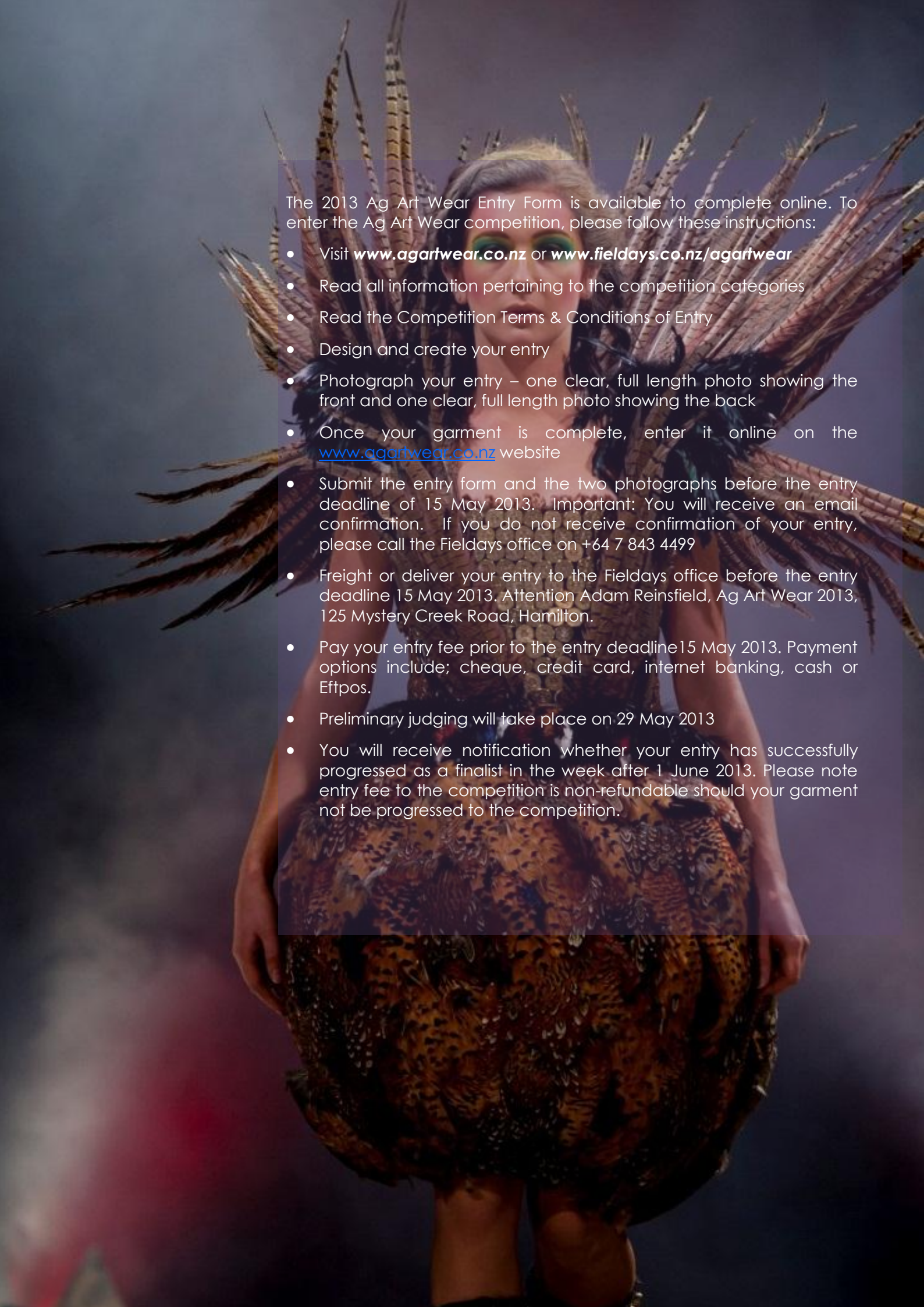
Entertainment and Show starts: 7:00 pm

Venue: Atrium at Wintec
Wintec House
Gate 1, Anglesea Street
Hamilton

Please note: event tickets are required to access Rural to Runway Gala Dinner if attending the Awards Presentation. Finalists will receive one complimentary Rural to Runway Gala Dinner GA ticket per entry. Non-selected entrants are welcome to attend the Rural to Runway Gala Dinner and Ag Art Wear shows. To purchase event tickets, visit www.fieldays.co.nz or www.agartwear.co.nz.



Entry process



The 2013 Ag Art Wear Entry Form is available to complete online. To enter the Ag Art Wear competition, please follow these instructions:

- Visit www.agartwear.co.nz or www.fieldays.co.nz/agartwear
- Read all information pertaining to the competition categories
- Read the Competition Terms & Conditions of Entry
- Design and create your entry
- Photograph your entry – one clear, full length photo showing the front and one clear, full length photo showing the back
- Once your garment is complete, enter it online on the www.agartwear.co.nz website
- Submit the entry form and the two photographs before the entry deadline of 15 May 2013. Important: You will receive an email confirmation. If you do not receive confirmation of your entry, please call the Fieldays office on +64 7 843 4499
- Freight or deliver your entry to the Fieldays office before the entry deadline 15 May 2013. Attention Adam Reinsfield, Ag Art Wear 2013, 125 Mystery Creek Road, Hamilton.
- Pay your entry fee prior to the entry deadline 15 May 2013. Payment options include; cheque, credit card, internet banking, cash or Eftpos.
- Preliminary judging will take place on 29 May 2013
- You will receive notification whether your entry has successfully progressed as a finalist in the week after 1 June 2013. Please note entry fee to the competition is non-refundable should your garment not be progressed to the competition.



Important dates



ENTRY DEADLINE

Wednesday 15 May 2013

Entry form, fee and completed garments must be received by the Fieldays office by this date

PRELIMINARY JUDGING

Wednesday 29 May 2013

All entrants will be pre-judged and finalists selected

NOTIFICATION

Friday 1 June 2013

All contestants will be advised of the preliminary judging results in the week following the pre-judging. Finalists will receive further competition information, an invitation to attend the event, two complimentary one-day tickets Fieldays tickets, and one GA ticket to the Rural to Runway Gala Dinner and Prize Giving.

FIELDAYS AND COMPETITION DATES

Wednesday 12 June – Saturday 15 June 2013

AG ART WEAR SHOW TIMES

11am and 2pm, Wednesday 12 June and 13 June

11am Friday 14 June

11am Saturday 15 June

AWARDS PRESENTATION

Friday 14 June 2013

Rural to Runway Gala Dinner.
The Atrium, Wintec House, Hamilton

Please note: event tickets are required to attend the Rural to Runway Gala Dinner and awards presentation

GARMENT COLLECTION DEADLINE

Saturday 15 June 2013 – Friday 21 June 2013

Garments are to be collected at the entrant's expense by 5pm on Friday 21 June. Uncollected garments will become the property of the organisers and may be disposed of as required.

FIELDAYS ADDRESS

Post or freight your garment along with fitting instructions and photos to:

Postal Address

NZ National Agricultural Fieldays
Private Bag 3015, Hamilton
Waikato Mail Centre

Physical Address

NZ National Agricultural Fieldays
Gate 2, 125 Mystery Creek Road
Hamilton
New Zealand



Terms and conditions



ELIGIBILITY

All entries must be original work, designed and created by the entrant. The organisers have the right to disqualify any entry at their discretion if, in their opinion, the entrant's design is not genuinely their work or if it encroaches on the intellectual property rights of another party.

Garments previously entered in any other competition are permitted in the competition at the discretion of the competition organisers including the official category winners of the following associated competitions:

- Elmore & District Machinery Field Days, Elmore, VIC, Australia.
- Dowerin GMW Machinery Field Days, WA, Australia.
- Any other competition deemed suitable by Ag Art Wear organisers.

Entry does not guarantee inclusion in the Ag Art Wear show at Fieldays 2013. Only finalists selected during preliminary judging will progress to the show.

Entries are welcome from both New Zealand and overseas designers.

Judges reserve the right to reassign designs to another category at their discretion.

No correspondence will be entered into.

ENTRY PROCESS

All entries must be submitted through the online entry process via the official Ag Art Wear website www.agartwear.co.nz. No exceptions.

Entry fee payment can be made online during the online entry process or via the following:

CREDIT CARD

Enter your credit card details on the Ag Art Wear Entry Form or phone the Fieldays office on 07 843 4499. Incurs 2.5% transaction fee.

CHEQUE

Made payable to : NZ National Fieldays Society.
Send to; NZ National Fieldays Society, Private Bag 3206, Hamilton 3240

CASH

In person at the Fieldays office

EFTPOS

In person at the Fieldays office

INTERNET BANKING

Bank account # 01-0321-0034332-00 Log the following details for our reference;
Particulars: Ag Art Wear
Reference: Entrant's name

Entries must be received by **Wednesday 15 May 2013**.

Late entries will not be accepted. No correspondence will be entered into.

Entry fee is non-refundable.

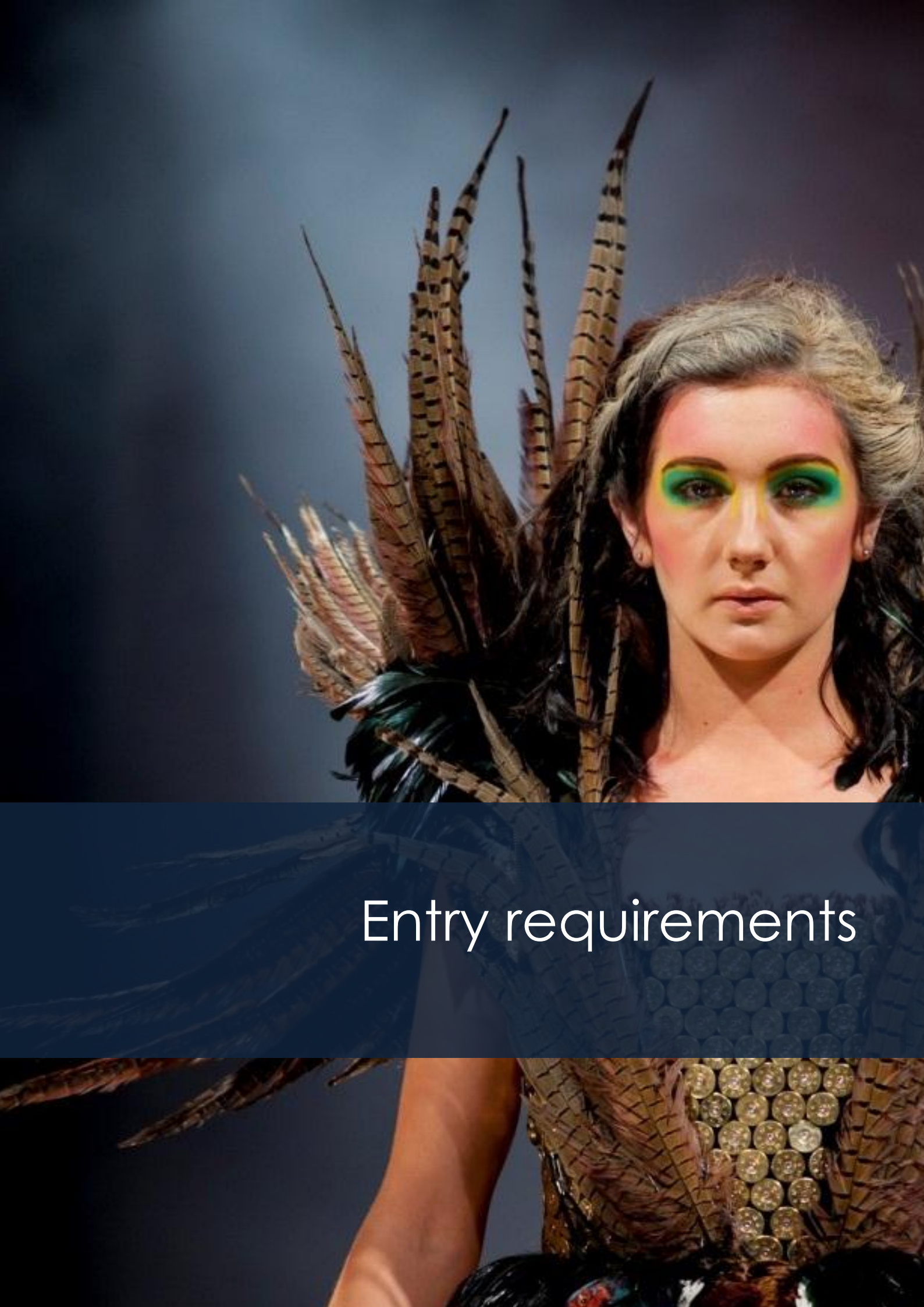
JUDGING

Preliminary judging will take place on Wednesday 29 May 2013.


Finalists will be selected for inclusion in the Fieldays Ag Art Wear shows and may be included in promotional activities pre, during and post Fieldays 2013.

Judges' decision is final. No correspondence will be entered into.

Final judging will take place during an Ag Art Wear Rural to Runway gala dinner and awards show.



Entry requirements



The following must accompany your entry. Failure to provide the following requirements will deem your entry null in void.

- Detailed fitting and wearing instructions including clear front and back photos (not drawings) must be included with the garment.
- A list of all components of the design must accompany each garment including any accessories, head wear and footwear.
- All instructions must be typed on white A4 paper.
- Any accessory including footwear accompanying the design must also be made from agriculturally or naturally sourced materials as specified by the relevant category and be supplied by the entrant, along with instructions on wearing/handling the accessory.
- Garments must be packaged in a durable, fully enclosed box or container to reduce the risk of damage during transportation/storage. Both the packaging and the garment must be clearly labelled with the designer's name and garment title.
- One garment per package please.
- Include a small repair kit with spare materials to manage any patch up requirements which may occur over the course of the event.
- Garment construction and durability is part of the judging criteria. Garments can be worn in excess of 20 times.
- Garments made of perishable materials (i.e. plant materials, foods) must be treated to enhance durability or a suitable maintenance plan including personal attention from the designer must be included in the garment instructions.
- The garment must be safe to handle and to wear. No sharp, itchy or scratchy, materials are to be used. If electrically wired for lights or audio effects, wiring must comply with New Zealand standards and be safe and easy to use.
- Headwear must be safe to wear, well balanced and able to be secured comfortably to the model's head.
- Commercial and traditional fasteners (zips, hooks and eyes etc) are permissible but must not be visible
- Garments will be paraded in the choreographed shows by professional models engaged by Fieldays. Models will supply their own undergarments including neutral coloured underwear if required.
- The model's vision must not be obscured. Designs must allow the model to see clearly.

MATERIAL USED

The material used should reflect the category the garment belongs to. The end result should be made using all agricultural products, by-products or materials found and/or used on the farm or in farming related industries.

- Garments need to be durable to last at least 20 shows including; preliminary judging, rehearsals, performances, photo shoots and exhibitions
- Your garment must also be able to withstand quick changes. During the show, often models have less than two minutes to get changed into the next garment
- Traditional fasteners may be used but they should be covered by relevant agricultural material so they can't be seen
- Finer details like stitching are not as important as the overall visual impact and wow effect
- Aim to create your unique design from materials that are not commonly used or found
- Your design must not include elements of farm clothing
- Naturally occurring items may be utilised i.e. feathers, fur, seeds, bone, plant materials etc. with the exception of noxious plant materials
- If materials are perishable, they must be treated to enhance durability
- Limit usage of weed matting, frost cloth, milk filter sleeves and feed bags to linings where possible

Choose your materials carefully. The judges of the Ag Art Wear competition view a lot of garments and some materials are used more than others. Think outside the box and create something that's not been seen before.

SIZE RESTRICTIONS

Garments for female models must be made to fit New Zealand women's size 8 or 10.

Garments for male models must be made to fit New Zealand men's size M or L.

Maximum dimensions:

- Height: 2.4m
- Width: 1.4m at floor level
- Length: 3m
- Weight: no weight restriction, however the garments weight must be realistically able to be worn, evenly spread across the body and the garment must include accessories i.e. wheels if required to distribute weight away from the body

ENTRANT INFORMATION

The entrant agrees that Fieldays may publicise the entrant's name and region of origin for competition promotion purposes.

The entrant agrees that Fieldays will make available entrants' details to media for the purposes of the Ag Art Wear competition.

POST-FIELDAYS COLLECTION

Garments can be collected from Fieldays between 4.00pm and 5.00pm on Saturday 15 June 2013, or at the Fieldays office by Friday 21 June 2013. The organisers reserve the right to retain garments for promotional purposes as per design retention rights below.

Garments uncollected after the collection deadline will become the property of the organisers and may be disposed of or recycled as required.

INSURANCE

Insurance of the garment is the sole responsibility of the entrant. The organisers will not be liable for any damage to or loss of any garment or accessory.

DESIGN RETENTION RIGHTS

New Zealand National Fieldays Society, as organisers of the Ag Art Wear competition, reserve the right to;

1. Advertise the Ag Art Wear competition and competition garments.
2. Take photographs of the garments, film rehearsals and performances of Ag Art Wear shows in which the garments feature. All photographic and video material remains the property of New Zealand National Fieldays Society and may be used for promotional and marketing purposes at any time in any print publication, internet forum, and/or broadcast medium. Where possible, acknowledgement will be made of the designer, the title of the garment and the year of its involvement in the Ag Art Wear competition.
3. Hold a garment for up to 12 months following the close of the 2013 Fieldays event. Garments may be required for promotional purposes including exhibitions, photographic sessions, historic display and/or teaching sessions.
4. Require the designer to supply the garment for promotional purposes upon request by the New Zealand National Fieldays Society. If required, all transportation costs shall be at the expense of the New Zealand National Fieldays Society.
5. Have first option to purchase any garment if it becomes available.
6. Re-create (in any part or its entirety) a garment at any time for promotional and marketing purposes, including exhibitions, photographic sessions, historic display and/or teaching sessions.
7. Restrict designers from selling, disposing of or recycling garments without the express permission of the New Zealand National Fieldays Society to preserve historically important and/or iconic designs if required.
8. Restrict designers from entering the garment into any other competition at their discretion. Designers must attain the approval of the New Zealand National Fieldays Society prior to entering the garment into any another competition.



Frequently asked questions

How much does it cost to enter the Ag Art Wear competition?

The entry fee is \$50 including GST per entry.

Is my entry fee refundable if my design doesn't progress through to the finals?

If you are a student and you have entered as part of a secondary education organisation course, then yes, your fee is refundable. If you have entered independently or are not a secondary student, then no, your fee is non-refundable.

Can I enter the same garment into different categories?

No, you may only enter one category per design; however you may enter more than one design. Judges reserve the right to transfer entries to another category at their discretion.

When does my garment need to be completed by?

Entry forms, entry fee and completed garments must be received by the Fieldays office no later than 5pm on Wednesday 15 May 2013.

Where does my garment need to be delivered to?

Postal Address:

New Zealand National Agricultural Fieldays
Private Bag 3015
Waikato Mail Centre
Hamilton 3240
New Zealand

Physical Address:

New Zealand National Agricultural Fieldays
Gate 2, 125 Mystery Creek Road
Hamilton
New Zealand

When will I know if my entry has been accepted as a finalist?

Preliminary judging will be held on Wednesday 29 May 2012. All contestants will be advised of the preliminary judging results in the week following the pre-judging. Finalists will receive further competition information, an invitation to attend the event and two complimentary one-day tickets.

Can I model my own garment?

A professional team of models is provided to model the garments in a fully choreographed catwalk show held during Fieldays. It is not encouraged to model your own garment; however this will be considered on a case-by-case scenario. Please provide information about your modeling experience and photographs if you wish to be considered as a model of your garment.

Do I have to attend Fieldays for all four days?

No; however if you are selected as a finalist, it is recommended to attend the Rural to Runway Gala dinner and awards show on Friday 14 June 2013. Media will be present at this presentation and they may want to interview winners.

What times will the Ag Art Wear shows be held during Fieldays and how long do they go for?

Shows are held on Wednesday and Thursday at 11am and 2pm, and on Friday and Saturday at 11.00am. They are approximately 30-45 minutes in duration.

When is the Awards Presentation and do I have to attend to receive a prize?

Friday 14 June 2013 held at the Rural to Runway Gala Dinner; you do not have to attend to receive a prize, however this is a great opportunity for media exposure and to meet with the judges and sponsors following the presentation.