

St. Petersburg Pushkin Foundation

APPROVE

Director of the St. Petersburg
Pushkin Foundation



E.S. Demidova

2023

Provision

**on International Design Competition
Pushkin Ball**

St. Petersburg
2023

1 General provisions

1.1 The Competition is founded by *the St. Petersburg Pushkin Cultural Foundation*. Organizers: Regional Public Association *Scarlet Sails*, The National Pushkin Museum, International Contest for Young Designers *Admiralty Needle*. The Competition is carried out at the expense of grant funds and attracted sponsorship funds.

1.2 All legal relations between the founder of the Competition, the organizers of the Competition, participants of the Competition, Expert Council of the Competition, Supervisory Council of the Competition are regulated by Russian legislation. All terms and definitions of these Regulations shall be interpreted in accordance with the legislation of the Russian Federation.

1.3 Official website of the Competition: online platform fashion-id.ru

2 Aims of the competition

2.1 Creating conditions for the realization of the creative potential of young people in the field of culture, art and design.

2.2 Promotion of the work of young fashion designers, including in mass media.

2.3 Drawing the attention of interested Russian and foreign specialists in the field of design and fashion to the work of young fashion designers and to the Competition.

2.4 Creating conditions for strengthening and developing ties with the creative youth from near- and far-abroad, assistance in organizing professional and creative exchanges.

3 Objectives of the Competition

3.1 Preservation of Pushkin's cultural heritage and historical Russian traditions.

3.2 Cohesion of young people, fostering patriotism, love for Russian culture and A.S. Pushkin's work, the development of their creative and design talents and competencies.

3.3 Popularization of historical and cultural values of the Pushkin era in modern Russian society.

3.4 Development of the creative potential of Russian youth based on the study and rethinking of the cultural traditions of the Pushkin era.

3.5 Popularization of the best competitive works.

3.6 Popularization of the development of Russian culture and Russian classics.

3.7 Shaping the modern perspective of young fashion designers on the art of historical costume of the Pushkin era.

3.8 Encouraging outstanding Russian figures of culture and art to work with talented children and youth.

4 Submission requirements

4.1 Students aged 14 to 45 are invited to participate in the Competition.

4.2 Applications for participation in the Competition are admitted on the online platform fashion-id.ru

4.3 The major Competition category is *Clothing and Accessories*. All entries are exhibited in the following trends: costume sketch; theatrical costume based on the works by A.S. Pushkin; fabulous image based on works by A.S. Pushkin (carnival); accessories of the Pushkin era (fan, shawl, purse, mask, jewelry, headdress: cylinder, bonnet, beret); photo poster revealing the image of a Pushkin-era costume.

4.4 The Competition is carried out in accordance with the Competition Rules. The Rules of the Competition is a set of provisional regulations with a limited validity period. The Rules are approved by the Founder of the Competition before the start of the Competition. The current Rules shall not contradict the Regulations of the International Design Competition *Pushkin Ball*.

4.5 The Rules regulate the Competition procedure, the form of exposure, the application requirements, the parameters of the competition works, the schedule of the Competition. The Rules can set additional categories of the Competition, determine the names of such categories and highlight directions in such categories, can set the motto of the next competitive event.

4.6 Each participant is allowed to submit his/her works in any category of the Competition (including several categories at the same time, but various works and collection sets in each category).

The number of collections (entries) from each author or group of co-authors is not limited.

4.7 The submitted works shall be personal, original and created no earlier than twelve months before the date of application in the current year. Models of clothing or accessories made without compliance with technical requirements for the processing of final goods are not accepted to participate in the Competition.

4.8 The organizer of the Competition provides the participants with the services of professional fashion models and mannequins (demonstrators) to demonstrate competition works at the gala show of the Competition final. An artistic image for all models and a parade for all collections is created in the same style, using natural makeup and classic hairstyle solutions.

4.9 The participants of the final stage (internal stage) of the Competition must register with the Organizing Committee of the Competition. For registration it is necessary to provide a passport (or other forms of ID) of the finalist; an invitation from the Organizing Committee of the Competition sent to the participant due to the results of absentee stages of the Competition.

4.10 The application for participation in the Competition means a consent to all rules of the Competition, set forth in this Regulations and the Rules effective during the period of its holding.

4.11 All photographic materials, video materials, materials created by the method of similar to photography, received on the Competition website as part of the Application for participation in the Competition, as an integral part thereof, are copies of the work included in the civil circulation at the behest of the author. According to the terms of the Competition, such materials are not returned to the author, the author accepts this condition unconditionally by submitting an Application for the Competition. By submitting an application for the Competition, the author of the competition work or collection also confirms his unconditional agreement that the exclusive rights to all photographic materials, video materials, audio materials, visual objects, verbal and other intangible objects existing in the intellectual property mode and created by the organizer of the Competition within the framework of the Competition are acquired by the founder of the Competition.

5 The Competition Stages

5.1 The first stage is preliminary. The Organizer accepts applications of the authors. Applications are submitted on the online platform fashion-id.ru. Photographic materials in JPEG format are attached to the application.

Upon completion of the preliminary stage the International Expert Council evaluates competition works and selects contestants for participation in Stage 2 by online voting.

The list of contestants admitted to the 2nd stage is published on the competition website.

5.2 The second stage is semi-final. Making clothing models in material. Photos of the models in the category Clothing and Accessories are posted on the site of the Competition.

The International Expert Council on-line evaluates and selects collections for the final (internal) stage.

The list of contestants admitted to the final stage is published on the competition website.

The Organizer of the Competition sends an invitation to participate in the internal stage of the Competition to the e-mail address of the contestant.

5.3 The third stage is a parade in St. Petersburg. The final stage of the Competition is internal and takes place in a large hall. The International Expert Council votes directly during the Gala Show. The international jury determines the winners and the Grand Prix winner of the Competition.

The results of the Competition are published on the Competition website.

5.4 The end of the final stage is the award ceremony at the Gala Show "PUSHKIN BALL" in June 2024 in St. Petersburg.

5.5 The electronic version of the diplomas of the participants will be sent within 15 days after announcements of the winners of the Competition to e-mail indicated in the application.

6 Evaluation criteria

6.1 The competition works are judged on a ten-point scale. The assessment is guided by the following criteria:

- 1) compliance with the subject of the competition;
- 2) the collection as an artistic and imaginary complex;
- 3) the collection as an individual image;
- 4) the collection as an example of compositional skill (colour palette, silhouette solution, fabric and material selection, structural solution);
- 5) processing level and quality;
- 6) the collection as a development and application of innovations (use of fundamentally new ideas, forms, materials and technologies).

7 The Competition Supervisory Council

7.1 The Supervisory Council of the Competition is international and consists of representatives of State and public organizations, federal and regional authorities, heads of educational institutions, outstanding Russian and foreign cultural and art figures.

8 The Competition Expert Council

8.1 The Expert Council of the Competition is international and consists of Russian and foreign figures of the fashion industry, stage designers, art critics, representatives of specialized universities, photographers.

8.2 The Expert Council summarizes the results of the Competition in all categories and directions. The Expert Council determines the finalists of the Competition, winners and the Grand Prix winner of the Competition.

9 Prizes

9.1 Prizes are awarded in the main category of the Competition *Clothing and Accessories*: the Grand Prix (not a money prize), 1st, 2nd and 3rd prize according to the number of points scored. The Grand Prix is received by the participant of the Competition, who scored the maximum number of points. In case of several Grand Prix candidates the vote of the Founder of the Competition is decisive.

9.2 1st prize of the Competition is 300,000,00 rubles. Taxes shall be paid in accordance with Russian law.

9.3 2nd prize of the Competition is 200 000.00 rubles. Taxes shall be paid in accordance with the Russian law.

9.4 3rd prize of the Competition is 100,000,00 rubles. Taxes shall be paid in accordance with Russian law.

9.5 The Founder of the Competition presents all prize-winners with diplomas of the Competition. Partners of the Competition may present their prizes and gifts on their own behalf.

9.6 The Expert and Supervisory Council has the right to award special diplomas and prizes, make proposals on the participants' encouragement.

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**Rules of the Competition
International Design Competition
Pushkin Ball**

1. The International Design Competition *Pushkin Ball* is held from January 15, 2024 up to November 15, 2024.
2. The Competition is held in 5 categories. The best accessories, sketches and photo posters will be exhibited upon the results of the Competition.
 - 1) Creation of a theatrical costume based on the works by A.S. Pushkin.
 - 2) Creation of a fabulous image based on the works by A.S. Pushkin (carnival).
 - 3) Creation of accessories of the Pushkin era (fan, shawl, purse, mask, jewelry, headdress: cylinder, bonnet, beret)."
 - 4) Creation of stylized sketches of the costume, reflecting the images of the works by A.S. Pushkin. The contestant performs a set of sketches of a theatrical or masquerade costume, or transformation of a modern costume based on historical, theatrical, fancy dress, reflecting the era of works by A.S. Pushkin. The number of entries is from 3 to 5. (In JPEG format with a resolution of 300 dpi).
 - 5) Creation of a photo poster revealing the image of a Pushkin-era costume. The contestant performs a collage, moodboard or modern poster based on Pushkin's works. The number of entries is from 1 to 3. (In JPEG format with a resolution of 300 dpi).

3. Stages of the Competition

The first stage (preliminary) is held from January 15, 2024 to April 01, 2024. Participants submit from 3 to 5 graphic sketches of costumes or photo posters in different categories. The application shall contain photographs of the competition work attached in JPEG format with a resolution of 300 dpi. The work can also be presented in the graphic editors Adobe Photoshop, Adobe Illustrator, Procreate. The application shall consist of separate photographic images of all models constituting one competition work. The list of contestants to participate in the second stage will be published on April 05, 2024.

The second stage (semi-final) is held from April 06, 2024 to May 06, 2024.

The selected models in the category "Clothing and Accessories" are to be made in material. From 1 to 3 models. The photos of produced models are posted on the Competition website (platform). A semi-finalist presents a photo session, according to previously approved sketches of costumes or accessories for online presentation to the members of the International Expert Council. For each image one needs to provide three professional photos against a light neutral background: front, back, side. The International Expert Council reviews the competition work, evaluates and defines the finalists of the Competition. Finalists of the international exhibition-competition "Pushkin Ball" will be invited to St. Petersburg to participate in the final stage and the Gala Show of the Competition. The list of the admitted contestants will be published on May 16, 2024.

The third stage is held in the period of May-June, 2024.

The final stage of the Competition is held in presence with direct voting of the International Expert Council during the Gala show. Three prizes and the Grand Prix of the Competition are awarded upon the voting results. Members of the Supervisory Council and members of the International Expert Council can provide special prizes to contestants they like.

4. There is no participation fee in the International Design Competition "Pushkin Ball".

5. The Grand Prix is awarded in the category *Clothing and Accessories*.

6. Prizes (1st, 2nd and 3d) are awarded on the basis of the sum of the evaluation points given by the Expert Council of the Competition.