



International Design Competition

SDC International Design Competition 2019

Theme: Colour and Nature

Sponsored by Archroma

“A painter should begin every canvas with a wash of black, because all things in nature are dark except where exposed by the light.” (Leonardo da Vinci)



Competition Brief

To explore and demonstrate the creative, imaginative, technical and original use of colour in fashion or textiles using the extensive colour range available from the Color Atlas by Archroma®.

All entries should show evidence of the following:

- Colour as an integral component of the design process
- Development of the designs, from concept to final product utilising the information available in the **Color Atlas by Archroma®** to learn more about the supply chain
- Analysis of and understanding of the coloration process and dye choice
- An understanding of sustainability and the environmental impact of your design fulfilled through using the Color Atlas by Archroma®
- Excellent presentation and clarity of ideas
- Innovative approach to incorporating this year's theme of 'colour and nature' within the original design and final submission



The judges will assign marks in each of these categories.

Theme: Colour and Nature

We have developed a range of short online videos to help you develop your entry and we strongly recommend you take the time to watch them! Details are below.

This year's theme of "colour and nature" must be included in the design and written statement, with colours from the Color Atlas by Archroma® used or referenced in your entry.



Colour is fundamental to the way in which we see the world. Nature has some spectacular examples of colour, from insects to butterflies, birds to fish, plants to flowers. Colour is crucial in the animal kingdom, providing a range of signals. Animals use it to camouflage themselves from danger, to warn predators they are poisonous and to attract a mate.

Biomimicry creates solutions to challenges by emulating the ideas found in nature. Nature has huge potential to provide us with solutions for more sustainable fabrics and colours. What can we learn from nature and how can it inspire sustainability and innovation?

What does this mean for the designer? How do we see colour? Do we all see colour in the same way? Why do colours change according to light? What does this mean in terms of choice of colour and how this colour is communicated?

Questions you may like to consider include:

- Where does colour come from and how do we see it?
- How does light affect the colour we see?
- Natural versus synthetic - what is the impact of choosing a natural fibre versus a synthetic one?
- What are the implications of choosing a natural dye versus a synthetic one?
- Sustainability - what impact will your choice of colours, fibres and design have on the environment?
- What can we learn from biomimicry?
- What inspiration can we take from nature?



The theme can be interpreted widely. The competition links to an educational package as part of SDC's colour education pathway to help you develop your entry.

The Color Atlas by Archroma® <https://coloratlas.archroma.com/>

The Color Atlas by Archroma® was created to easily bring colour creativity and manageability to an entire new level for stylists and designers, brands and retailers, and their suppliers. The Color Atlas by Archroma® is a system that includes:

- A “physical library” consisting of over 4,300 colours, in six volumes. The new accordion-fold design of the library volumes is an innovative step away from traditional three-ring binders, for quick and intuitive browsing of the cotton poplin samples.
- A mobile-friendly Color Atlas Online with exciting features such as “colour-on-the-go” which allows you to capture an image using your smart phone and identify the closest Color Atlas shades.
- Engineered Colour Standards connected to robust online technical databases via mobile communication technology.

What to do next

Color Atlas online is free to use for all SDC International Design Competition entrants!
In addition, all the accompanying videos are free to access for competition entrants.

Step One www.colour.network

Your first step is to visit SDC’s Colour Network: <https://colour.network/>. You will need to create a free account to access the videos. It’s quick and easy to do: click on ‘Design’, then on ‘SDC International Design Competition 2019’, and download the instructions for setting up your free account.

Once your account is set up you can watch the short videos which include **An introduction to Color Atlas** and **How to use the Color Atlas by Archroma®**, which is a step by step guide of what to do next. It introduces the Color Atlas and the benefits of using it.

Step Two

Then when you’re ready, go to the online version of the Color Atlas:
<https://coloratlas.archroma.com/>

Register for a free account, and once logged in, you can create a collection to store your colours. Once you’ve created your collection you can view information such as colour values, dye recipes and eco compliance. You can then print it out or reference the colours on your design boards.

Deliverables

- work should be mounted on a **maximum of four boards of up to A2 size** (please do not include any additional artwork/portfolio).
- one of your boards must clearly show your **colour palette using colours from the Color Atlas by Archroma®. Reference the colours using the Archroma Colour ID: for example, Archroma 101-110.**
- **a typewritten statement on one A4 sheet** - no more than 500 words!
- you are encouraged to bring **one** extra piece of work to the judging, for example a sample garment.

How to Enter

- Visit the SDC website (www.sdc.org.uk) to complete the online entry form or contact your regional co-ordinator. All entries must be endorsed by the relevant course tutor.
- Some countries put a limit on the number of entries per university - please clarify this with your regional contact. One tutor should be identified as the contact per university and be responsible for pre-selecting the students and submitting an entry form.
- Entry forms can be submitted by email to SDC or direct to the regional contact.
- Please don't post your design boards. In some countries, students will be invited to the regional heat to meet the judges and present their design boards in person. Where this is not possible alternative arrangements will be made.

Please visit the SDC website www.sdc.org.uk for full rules, terms and conditions.

Prizes

The winner of the heat in each country will be invited to attend the global grand final. The global winner will receive £1,000 cash and the prestigious Veronica Bell Trophy. The winner and finalists also benefit from significant international profile and press.

Who can enter?

Open to fashion and textile design undergraduates in: Australia, Bangladesh, China, Hong Kong, India, Ireland, New Zealand, Pakistan, Singapore, South Africa, Sri Lanka, Thailand, the USA, and the United Kingdom.

Timetable

September 2018	Official competition launch. Tutors can submit entry forms at any time.
From Feb 2019	Regional heats take place and country finalists announced.
Late 2019	Grand Final takes place and global winner announced.

Any queries?

For general enquiries, please email: marketing@sdcc.org.uk. For country-specific enquiries, please email your regional contact, see below:

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