

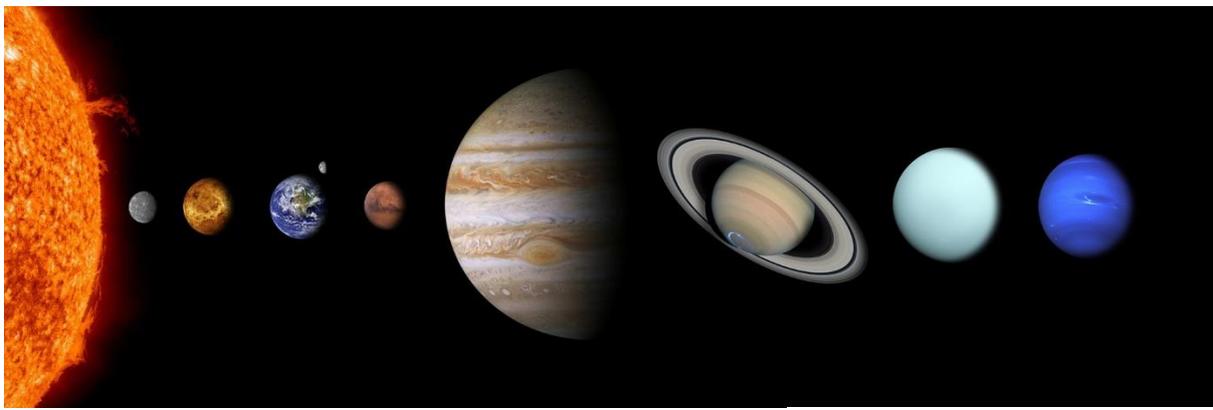


International Design Competition

SDC International Design Competition 2020

Theme: Colour and the Universe

Sponsored by Archroma



“Colour is the place where our brain and the universe meet.” (Paul Klee)



Competition Brief

COLOR MANAGEMENT

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 the universe' within the original design and final submission



The judges will assign marks in each of these categories.

Theme: Colour and the Universe

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!

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



It is 50 years since man first landed on the moon but for millions of years we have been fascinated by the planets and the universe. Colour is fundamental to our understanding of the universe from the red planet Mars to the pale gold of Saturn. From our own blue planet we talk about black holes, blue moons and blood moons. From the ancient Chinese five colour system to the Atomic design movement of the 1950s the universe has inspired design, colour and textiles for centuries.

The size of the universe makes us realise how small we are. But as we look to the future we have to consider the impact we have on our planet and we have to take responsibility for this.

As a designer, the need to drive the sustainability agenda is your responsibility. Your decisions and what you choose to learn can make a difference in the world of textiles. Sustainability is a process of bringing continued improvement both to yourself and to your product. At every part of the design process you need to ask yourself why?

Sustainability is about collaboration, working in partnership and improving the way we do things. We have linked with the **Color Atlas by Archroma®** to inspire you and teach you about the need to control colour in the supply chain. Within the system you will see references to the dyes and chemicals used to produce the shades on the fabrics which are produced by Archroma. Look at their website to learn about the Archroma Way.

Think about what this means 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?
- What colours do we see in the universe?
- What is the importance of light on the colour we see?
- Sustainability - what impact will your choice of colours, fibres and design have on the environment and the planet?
- What inspiration can we take from the colours of the universe?
- How can we communicate the beauty of the universe in our designs?

The theme can be interpreted widely and we look forward to seeing your entries.

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 2020', 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 (China), India, Ireland, New Zealand, Pakistan, Singapore, South Africa, Sri Lanka, Thailand, the USA, and the United Kingdom.

Timetable

September 2019	Official competition launch. Tutors can submit entry forms at any time.
From Feb 2020	Regional heats take place and country finalists announced.
Late 2020	Grand Final takes place and global winner announced.

Any queries?

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

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