

# ARTS PROGRAM

*The Festival invites creative practitioners and organisers to apply to present an Arts program event on the official schedule at VAMFF 2019.*

## ABOUT

The Festival's Arts program highlights cross-disciplinary, contemporary creative practices that have fashion at their core, and provides a platform for creative practitioners and arts organisations to showcase their work as part of the Festival.

The Arts program welcomes proposals from organisers of independently-produced exhibitions and events, spanning art, design, performance, film and writing practice.

Proposals for self-produced arts and cultural activities are welcomed from:

- Creative practitioners including artists, curators, photographers, designers, writers, dancers, performers and musicians;
- Arts and cultural organisations including community groups, education institutions, museums, galleries, alternative art spaces, independent organisers and libraries.

**Please note** the Festival is not funded to financially support independently produced activities; events in this category are applying to be listed and promoted in the official program.

## SELECTION

The Festival Programming team will select proposals which:

- Showcase contemporary creative practice with a clearly articulated connection to fashion;
- Present a cross-disciplinary approach to fashion and the broader creative industries (eg. spanning across art, design, performance, film and/or writing practice);
- Facilitate engagement of the public with fashion in all forms; and
- Contribute a unique and intelligible point of view on fashion's presence in contemporary culture.

## FEES

Participation is subject to a nominal Listing Fee.

## APPLY

By November 16 2018

# ARTS VAMFF 2019 FASHION FILM AWARD



## ABOUT

The Festival's Fashion Film Award is the longest-running and leading platform in Australia for the exposure and recognition of local and international creative talent working in the fashion film medium.

The Fashion Film Award places a deserving spotlight on fashion films as a key communication platform for both fashion designers and filmmakers, and for their ability to enable audiences to experience fashion in innovative and creative ways.

In 2018, the Australian and International finalists' short films were screened to over 220,000 physical and virtual audiences. Watch compilation of the 2018 Fashion Film Series Finalist Films [here](#).

The Festival invites Australian and International emerging and established filmmakers to submit short fashion films to be judged by a panel of industry professionals.

## SELECTION

Applicants will be judged on the extent to which they meet the following judging criteria:

- The film celebrates and showcases Australian and/or international fashion – either multi brand or a single designer;
- The film demonstrates a unique point of view;
- The film is innovative;
- The film has a strong directorial style;
- The film is produced with a high quality of production;
- The applicant(s) demonstrates the potential to contribute to the future growth of the Australian / international fashion film industry; and
- The film complies with the Conditions of Entry.

The judging panel's selection decisions are confidential and final and no correspondence will be entered into. The Festival will not provide critical analysis or feedback.

# ARTS VAMFF 2019 FASHION FILM AWARD

## ☆ CONDITIONS OF ENTRY

To be eligible for consideration, all films must meet the following requirements:

- The film must be 9 minutes or less (including credits);
- The film must have been completed after 1 July 2017;
- The film must not profile in any significant way any competing partner/s of the Virgin Australia Melbourne Fashion Festival;
- The film must be consistent with the Festival's values. It must not present the use of drugs including alcohol, narcotics and tobacco; clothing which contains animal fur, under-aged people in a sexualised manner;
- As the selected films will be displayed in public spaces, a "G" rating classification (or equivalent) is required for all content. "G" classified media is for general viewing. The film must not incite, encourage or present violence, intolerance or brutality in any form; depict nudity, explicit sexual activity or crude or indecent language.

The Festival encourages filmmakers to submit films that are as close to finished as possible. Works-in-progress and rough cuts will only be accepted on these conditions:

- The only stages to be completed are colour grade, final sound mix or credits (film must be at picture look stage);
- You understand that the film will only be accepted for submission once. The Festival will not accept a film previously submitted, even with significant changes.

## \$ FEES

There is no fee to participate in this program.

## 👉 APPLY

By November 16 2018



# ARTS FASHION WRITING OPPORTUNITIES



## ? ABOUT

The Festival offers support to amplify creative talent within writing, journalism and blogging communities. Embracing a range of fashion writing styles, the Festival offers opportunities for emerging writers to cover Festival events, providing content and pieces of writing to be published in Festival media. Through these opportunities writers will be provided with a platform for, and exposure of, their work.

The Festival invites aspiring Australian fashion writers to submit short writing samples to be judged by the Programming team. From these submissions, a selection of writers will be designated to write pieces at nominated runway, arts, and ideas activities.

## ✓ SELECTION

Applications will be assessed on the quality and extent to which they meet the following selection criteria:

- The applicant demonstrates a unique point of view and comprehensive understanding of the fashion industry;
- The applicant has a strong and distinctive writing style;

- The applicant demonstrates the potential to contribute to the future growth of fashion writing in Australia; and
- The writing samples presented are solely those of the applicant.

To apply, applicants must be Australian citizens.

The Programming team's selection decisions are confidential and final and no correspondence will be entered into. The Festival will not provide critical analysis or feedback.

## \$ FEES

There is no fee to participate in this program.

## 📧 APPLY

By November 16 2018