



***Threads/Association of Sewing and Design Professionals***  
**2020 Challenge**

## The Four Elements Challenge

Threads challenges the members of the Association of Sewing and Design Professionals to create a garment or two-piece ensemble inspired by one of the four classical elements: earth, air, water, or fire. These elements figure in many areas of Western culture, including literature, medicine, astrology, and alchemy. They have been linked to notions of temperament, character, colors, shapes, the humors, the seasons, the cardinal directions, even various gemstones and animals.

Select one of the four elements, and interpret it through your choice of fabrics, embellishment, and sewing techniques. Each aspect of your design should be meaningful and well-rendered, as we'll be judging based on aspects of construction and your overall concept. We're looking for a garment of cohesive ensemble suited for the occasion of your choice. Your look can be a dress, jumpsuit, or any combination of two garments intended to be worn together as a complete outfit.

In your artist's statement, please indicate which element you have chosen and explain how you have represented it in your work. We encourage you to engage your imagination and your best sewing skills—and because you're members of ASDP, we know you'll be in your element.

### **Guidelines:**

The Challenge is open to Formal, Retired and Emeritus members of the Association of Sewing and Design Professionals, who have been members for a **minimum of one year on or before April 10, 2020**. The Entrant must maintain their membership in good standing throughout the entire Challenge process, from submission of Intent to Enter through Threads' publication of the winning entries.

The entry must be **a garment or two-piece ensemble that is intended to be worn together**.

The garment must be sized for an adult female.

A participation fee of \$25 for each entry must be submitted with the Intent to Enter Form. No additional Fashion Show entry fee will be charged for Challenge garments (includes finalist and non-finalists), but entrants MUST register separately for the Fashion Show and Member Showcase.

Guidelines continued:

**Intent to Enter must be submitted online no later than 11:59 PM EDT, April 10th, 2020. Late entries will not be accepted.**

A signed Release using the Threads Release Form is attached to and will be submitted with the Intent to Enter form.

The grand prize winner ("Best Overall") in the 2019 Challenge is not eligible to enter the 2020 Challenge, but is welcome to model other garments in the Fashion Show and Member Showcase. It is tradition that this winner act as judge of the 2020 challenge.

If selected as a finalist, the Entrant agrees to submit the garment for final judging and to have the entry modeled during the Fashion Show and Member Showcase in October, at the 2020 Annual Conference in Boise, Idaho. Winning garments will be shipped to Threads immediately following conference and will be returned by FedEx the following spring.

Entrants may NOT publish images or descriptions of their entry while entry is active. Winners may not publish images or descriptions of their entry until after Threads has published the Challenge article in spring 2021. Threads has first right of publication of winning entries. This includes Websites, Facebook, email, YouTube, etc.

**Submit 1st round entries electronically via the Challenge Submission Form by 11:59 PM EDT, August 10, 2020 on the inbox time clock. Late entries will be disqualified.**

This is a blind judging: therefore entries which include identifiers, such as a name, face, or photograph which could identify the entrant, will be disqualified.

Entries which are missing required elements will be disqualified.

Decisions of the Challenge Committee and Judges are final.

## **Schedule:**

**April 10, 2020:** Intent to Enter form and fees submitted online by 11:59 PM EDT.

**April 30, 2020:** Entry Number(s) sent to Entrant via email. First round submissions will be handled electronically so please add challenge@sewingprofessionals.com to your safe list and save all Challenge related emails.

**August 10, 2020:** First round entry submissions are due 11:59 PM EDT as registered on the Challenge inbox. Complete the Challenge Submission Form online. You will be attaching your photos, Artist Statement and Runway Commentary in the form. You will also need to complete the Fashion Show and Member Showcase Entry form.

**September 15, 2020:** Notification of status of all entries by email.

**October 9, 2020:** Finalist entries are due at Conference for final judging.

**October 10, 2020:** Winners will be announced at Conference at Runway Fashion Show and Member Showcase.