



THE HUMANE SOCIETY
OF THE UNITED STATES



The Art Institutes™
America's Leader in Creative Education



The Humane Society of the United States' Fourth Annual Cool vs. Cruel Fashion Design Competition for Art Institutes' Students

The Concept:

Animal-friendly fashion!

The Assignment:

Can you design and create an evening wear, outerwear or suit garment that highlights modern cruelty-free alternatives to fur? Use key elements from one of four provided runway images for your own animal-friendly creation. Be careful not to just recreate one of the garments, the judges are looking for inspired reinterpretations. Your design must utilize only non-animal derived materials.

The Fur-Free Campaign

The Humane Society of the United States (HSUS) is the nation's largest animal protection organization. Our mission is to create a humane and sustainable world for all animals, including people through education, advocacy and the promotion of respect and compassion.

Over 75 million animals are killed each year by the fur industry. These animals suffer immensely on fur factory farms and in cruel traps all for the sake of fashion. Our Fur-Free campaign works with the fashion community to raise awareness through outreach to designers, schools, retailers and consumers. On behalf of our nearly 10 million members and supporters, we are thrilled to celebrate compassionate creativity and talents of Art Institute students' across the nation.

Design Categories:

Women's evening wear, outerwear and suits.

Overview:

Any student enrolled for the summer 2008 in an Art Institutes Fashion Design or Fashion Retail Management program may enter the competition. Designs and all other entry requirements should be submitted to the school's Academic Director for Fashion or their designee by September 26, 2008.

The Fashion Department of each participating Art Institute location will select one winner whose design will go on to represent that school in the national competition. All local winners will be determined by October 3, 2008.

The winners' in the national competition will be determined by a panel of industry professionals by October 24, 2008. All decisions are final and may not be disputed.

All entries must adhere to the entry guidelines as listed below. Incomplete entries will not be accepted. The Art Institutes and The Humane Society of the United States are not responsible for any lost or stolen entries.

Awards:

- Grand Award Winner: ¹All-expenses-paid trip to New York City for an awards ceremony on Wednesday, November 5, 2008 (date subject to change) and an all-expense-paid five day internship opportunity (TBD) in New York City with an acclaimed designer involved with The Humane Society of the United States Fur-Free Campaign; Announcement in HSUS press release and web story
- Second place winner will receive a \$600 cash award and the third place winner will receive a \$400 cash award.
- Finalists from participating schools will receive official certificate of participation from the HSUS.

Each entry must contain:

1. An 11"x17" board of your design sketch.
2. All garment pieces must be marked with permanent identifier inside the item with your entry number or name.
3. Process book to include: typewritten essay (minimum of 250 words) describing what you have learned about fur production and cruelty-free alternatives to animal fur, what you plan to do once you earn your degree, your vision for your garment, inspiration for the chosen materials and listing of all materials used,.
4. Your designed entry sized for model size 6.
5. An inventory form of all pieces enclosed.
6. A completed entry/release form.

Please note... incomplete entries will not be accepted.

Rules:

- To enter the competition, all students must work within the specific deadlines and criteria established by The Humane Society of the United States.
- All entries must be submitted by and represent the work of students who are registered in approved Art Institute fashion programs in the United States and Canada for the summer quarter 2008.

- The fabrication must not contain any animal products of any kind, but may include:
 - a. Non-animal recycled materials
 - b. Plant-based natural fibers
 - c. Biodegradable materials
 - d. Man-made materials

¹ HSUS will cover costs for a round-trip flight ticket to New York City and hotel room rate and tax for one night (if necessary, two nights) for the awards ceremony. For the internship, HSUS will cover costs for a round-trip flight ticket, hotel room rate and tax for the duration of the internship and a per diem.

- Entry constitutes permission to use winner names and photographs of the design entries for press, web exposure and press relations on behalf of The Humane Society of the United States.

An appointed jury will conduct the judging. Winners will be judged on originality of materials, creativity and technical understanding of garment construction.

- Prizes are non-transferable.
- Local winning entries will not be returned.
- Grand Prize Winner must be available to attend awards ceremony the first week of November, 2008 in New York City. The grand prize winner will be notified by the end of October 2008. If the grand prize winner is not able to accept their prize and attend, the award will be forfeited and an alternate winner selected.

Competition Timeline:

- | | |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| July 14, 2008 | Summer Quarter Begins. Competition is launched as a class project where applicable. Any other eligible Art Institutes fashion students not participating in the competition as a class project may also enter. |
| September 26, 2008 | Summer Quarter Ends. Competition deadline, entries should be completed and submitted to participating school for local level competition to take place. |
| October 24, 2008 | National judging by a panel of industry professionals. The grand prize winner is determined. |
| November 5, 2008 | Press Event/Awards Ceremony in New York City (Exact date TBA). |



Cool vs. Cruel Competition Registration

Entry Number (office Use Only) _____

Name:

Address:

City:

State:

Zip:

Telephone:

Mobile:

E-mail:

School:

Date of Graduation:

Faculty Advisor:

Title and Department:

Address:

Telephone:

E-mail:

Category of Entry: (check one only)

Dress/Gown _____

Suit _____

I verify that this student is a registered student at our institution for the summer quarter 2007:

Faculty: _____ Date: _____

I verify that the above information is true and all work submitted is my original creation of design and composition.

Student: _____ Date: _____



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Inventory Form to be Submitted with Entry

Registration Number:

Student Name:

School:

Telephone Number:

Mobile:

E-Mail:

Description of all items enclosed:

How many pieces?

Please list with content detail:

Notes on styling and dressing:

For office use only:

Entry checked in:

Date:

By Whom:

Location:

The Humane Society of the United States Cool vs. Cruel Fashion Design Competition for Art Institutes
Students



Entry and Release Form

By signing this form I certify that I have read and understood the competition rules and agree to abide by them. Consent for publication of photograph, artwork (including design competition entry), videotape, film, and/or verbal or written statements.

I give my consent to Education Management LLC (EDMC)/The Humane Society of the United States (HSUS) and to those whom it may authorize to photograph, film, and/or videotape me, and/or to use a photographic/digital reproduction of me or my artwork (including design competition entry), (with or without my name), to identify me by name and/or with school and employment information, and/or to quote or record statements made by me, for any editorial, promotional, advertising, trade, or other purpose whatever for EDMC/HSUS – except for testimonial and endorsement of product advertising for third parties for which a payment is received by EDMC/HSUS.

EDMC/HSUS and those whom it may authorize shall have the right to reproduce, distribute, and display – publicly, including on the Internet – photographs, film, videotape, statements, and quotes covered by this release, and to prepare derivative works. I understand that submissions to this competition are property of EDMC/HSUS and may be altered to allow for maximum use by HSUS as long as content and intent of piece are not altered. I understand that EDMC/HSUS is not responsible for unauthorized duplication/use by third parties on the Internet.

I understand that application or entry into the competition does not guarantee an award, prize or recognition. EDMC/HSUS may alter prizes as necessary, however unlikely, without notice to winning participant. Student(s) and/or participating members may not hold EDMC/HSUS or any of their partners responsible or liable for any indemnification as it relates to the competition. I understand that EDMC/HSUS are not responsible for any lost or incomplete entries. I understand that all decisions made by judges are final and may not be disputed.

I understand that if I should progress to the national level of the competition, my entry will not be returned.

INFORMATION (Please print):

Student

Your full name (as you would have it appear in print)

Name of The Art Institute you attend

Your program of study at The Art Institute

Year you will graduate

Description of submitted materials (testimonials, artwork, or image). For photographs, identify each and every person (with clothing references if necessary) and/or left or right listings.

Your Address:

Street

City

State

Zip

Your phone number

Your email address

SUBMIT ENTRY AND RELEASE FORM TO:

Your Local School PR Director or Academic Director for Fashion or designee
The Art Institute of

Entries submitted without a completed release form will be disqualified.

YOUR SIGNATURE: Please sign inside box below.

TODAY'S DATE: _____



