

FASHIONCLASH FESTIVAL

GENERAL INFORMATION

The CLASH House

The CLASH House is a showcase for a radical new generation of designers who focus on crossovers with fashion and other art disciplines. Participants are challenged to experiment with presentation forms in which storytelling, immersive experiences and inclusivity are central.

For the 16th edition of FASHIONCLASH Festival, The CLASH House will take form as a performative presentation, consisting of 5 performances with a clear narrative. Each performance will be co- directed and produced by FASHIONCLASH.

With The CLASH House, FASHIONCLASH provides each selected participant with a coaching trajectory to develop interdisciplinary showcases, by experimenting with presentation forms. The aim is to contribute to the renewal of the discipline and the creation of unique experiences for the audience. It's important that you are willing to continue further develop the outcome of your performance, in collaboration with FASHIONCLASH and an external co-producer.

Coaching trajectory

As a participant of The CLASH House, you will become part of a coaching trajectory that leads until your final presentation for FASHIONCLASH Festival 2024. All participants of The CLASH House will be working with 2 coaches with a profession in theatre making and movement/dance (to be announced in due time).

FASHIONCLASH is responsible for connecting the participants with these coaches.

The coaching trajectory includes:

- An online kick-off moment together with the other participants and the coaches on Tuesday 21 May 2024, 17:45-21:00 (CET).
- A maximum of 8 coaching sessions (30 minutes per session)
- An online intersessional presentation together with the other participants and coaches on Monday 9 September 2024, 17:00-18:00 (CET).
- An online presentation of the final concept of the performative presentation Week 42 (14-18 October 2024), exact date and time to be decided.

It is mandatory that you participate in all the events included in the trajectory.

The final performances will be presented on Saturday 16 November 2024 (exact time and location to be announced), during FASHIONCLASH Festival. The maximum length of each performance is limited to 5 minutes, excluding a short talk between the host and the participant on stage, after the performance.

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Deadline: Sunday 5 May, 23:59 (CET) 2024

Important details

- A total of 5 participants will be selected out of all applications;
- Participation in The CLASH House is free of charge;
- FASHIONCLASH will set a compensation budget of € 350 excluding VAT for each participant/collective. If you do not have a VAT number, you will get a compensation form to receive the budget. In this case, the compensation budget is incl. VAT. You will receive the compensation budget **after** FASHIONCLASH Festival has finished;
- FASHIONCLASH will contribute with basic technical support. If you have specific requirements, please mention this in your application;
- FASHIONCLASH will organize physical casting moments for performers. During these casting moments, preferences of the participants will be taken into account;
- FASHIONCLASH will provide a travel budget of €300 excl. VAT for travel expenses for participants/collective travelling from outside the Netherlands.

Important dates

- Deadline applications: Sunday 5 May 2024, 23.59 (CET)
- Announcement selected participants: Week 20, 13-17 May 2024
- Online kick-off meeting: Tuesday 21 May 2024, 17:45-21:00 (CET) 2024
- Deadline delivering PR information: Sunday 1 September 2024, 23.59 (CET)
- Deadline preferences performers and inspiration for hair/make-up: Sunday 1 September 2024, 23.59 (CET)
- Intersessional presentation: Monday 9 September 2024, 18:00 – 19:00 (CET)
- Presentation of final concept of the performance: Week 42 (14-18 October 2024), exact date and time to be decided.
- Deadline deliverance of royalty free music for your performance: Friday 1 November 2024
- FASHIONCLASH Festival dates: Friday 15 November, Saturday 16 November, Sunday 17 November 2024.
- Presentation of The CLASH House is on Saturday 16 November (exact time and location to be announced)

Presentation support

You will be assigned to a member from team FASHIONCLASH who will guide you through the participation process. The individual performances will be co-produced by FASHIONCLASH.

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Coaching

FASHIONCLASH will connect you to a duo of performative coaches. The coaches will guide you through the process of creating the concept and script for your performance.

Technical support

FASHIONCLASH will provide basic technical support (e.g., basic lighting and sound). Other presentation equipment needed for the performative presentation is to be discussed.

Performers

FASHIONCLASH will provide performers, if this applies to the type of presentation of the participant. This also includes hair & make-up of the performers by the hair & make up partners of FASHIONCLASH. Some performers might participate in multiple performances. In this case, an overall look for hair & make-up will be decided in consultation between FASHIONCLASH, the participant and hair & make-up team.

NOTE: Please read the Terms & Conditions before you apply to participate in The CLASH House.

PROMOTION

If you are selected as a participant of FASHIONCLASH Festival, you will be asked to provide additional information for promotional purposes such as text and images.

Deadline: Sunday 1 September, 23:59 (CET) 2024

Promotional text about the participant/ collective

You provide an English written text about your background as an artist, designer, performer, or brand. Please keep in mind that the text must be accessible to a wide audience and has a maximum of 100 words. FASHIONCLASH has the right to edit the text. Texts that contain more than 100 words will be shortened.

Promotional text about the work/event

You provide the final title and a short promotional text, written in English, of your work or event. Please keep in mind that the text must be accessible to a wide audience and has a maximum of 100 words. FASHIONCLASH has the right to edit the text. Texts that contain more than 100 words will be shortened.

Images

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You provide good quality .jpg images (72 DPI for digital use and (optional) 300 DPI for print use) of the work with a minimum of 5 and a maximum of 10 images. Images should not contain any graphic elements and should be max. 2MB per image.

All images must be provided with credits and (optional) Instagram tag of the photographer and the models per image in the correct order (from left to right and clockwise). FASHIONCLASH will determine and shape the final selection of images that will be used for communication.

NOTE: You will be provided with the online communication policy of FASHIONCLASH Festival, and you are expected to follow these guidelines. The online communication policy will be sent out to you in September 2024.

COMMUNITY TALK

The FASHIONCLASH Festival 2024 Community Talk is an (online) get-together especially organised for all participants. This is the perfect moment for all participants to get together in an informal setting and exchange ideas, reflect, discuss relevant topics, share experiences and challenges.

If you are selected as a participant of FASHIONCLASH Festival 2024, you can sign up for the Community Talk. You will receive an email to sign up after you have been selected.

The exact date & location of the Community Talk will be announced in due time.