



**FASHIONCLASH**  
**FESTIVAL**

**GENERAL**  
**INFORMATION**



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# INTRO

Dear artist, designer,

The Open Call for submissions for the 15th edition of **FASHIONCLASH Festival** (17-19 November 2022) in Maastricht, The Netherlands has been released!

In this file you find:

- Information about the various program parts for FASHIONCLASH Festival 2023
- General information about FASHIONCLASH Festival
- Information per program component
- Important details, dates & deadlines
- Contact details of FASHIONCLASH Foundation

## DEADLINES FOR APPLICATIONS

Submissions for Performance Program: The CLASH House should be submitted no later than **Sunday 23 April**, 23:59 (CET). Submissions for Fashion Film Program should be submitted no later than Friday 1 May (Early Bird) or **Saturday 1 July** (regular deadline) via [www.fashionclash.nl/fcf-2023-open-call](http://www.fashionclash.nl/fcf-2023-open-call).

You will be notified by email in Week 19 (8-12 May) whether you are selected as a participant for the Performance Program: The CLASH House and in Week 28 (10 July – 14 July) whether you are selected as a participant for Fashion Film Program.

## CHECKLIST

- Download & read the General Information, Terms & Conditions and Privacy Statement files.
- Answer all questions in the Application Form(s) of the program part(s) you want to apply for.
- Submit your application!

## QUESTIONS?

Please read the Frequently Asked Questions via [www.fashionclash.nl/fcf-2023-faq](http://www.fashionclash.nl/fcf-2023-faq) before getting in touch via [festival@fashionclash.nl](mailto:festival@fashionclash.nl)

# CONTACT DETAILS FASHIONCLASH

The official spelling of the organisation is: **FASHIONCLASH**

The official spelling of the event is: **FASHIONCLASH Festival 2023**

## E-mail

For all communication regarding FASHIONCLASH Festival, only use this e-mail address: [festival@fashionclash.nl](mailto:festival@fashionclash.nl)

## Website

Visit [www.fashionclash.nl](http://www.fashionclash.nl) for information and regular updates about FASHIONCLASH Festival 2023

## Social Media

**Instagram:** @fashionclash\_festival

Official hashtags: #fashionclash #fcf2023 #fashionclashfestival

**Facebook:** fashionclashfestival

**LinkedIn:** fashionclash

**Twitter:** FASHIONCLASH1

**Youtube:** FASHIONCLASH1

**Vimeo:** fashionclash

**TikTok:** fashionclash

## Post/invoice address

FASHIONCLASH Foundation

PO Box 205

6200 AE Maastricht

The Netherlands

## Visiting address (appointment only)

Batterijstraat 48

6211 SJ Maastricht

The Netherlands

# 1. ABOUT FASHIONCLASH FESTIVAL

FASHIONCLASH Festival (FCF) is an initiative of the Maastricht (NL) based Foundation FASHIONCLASH – an interdisciplinary showcase and development platform and a worldwide network of fashion makers, (performing) artists and initiatives. FASHIONCLASH initiates, produces and presents projects and work of a new generation of fashion makers and initiatives that research, reflect, contextualize and celebrate contemporary fashion (culture). With its activities, FC functions on the one hand as a platform for innovative, cross-disciplinary, investigative and sustainable fashion makers and on the other hand as a platform for ethical discourse and dialogue with the general public.

The aim of FCF is to provide a platform where a new generation of designers and artists from various disciplines get the opportunity to present their work to a broad audience, (inter)national press and industry leaders. Since 2009, the FASHIONCLASH has realized more than 200 projects in the Netherlands and abroad and a stage is given to more than 1000 designers and artists from all over the world.

FCF is all about discovering, stimulating, and co-shaping the current developments in fashion – and sharing these developments with a wide audience. FCF functions as a platform for designers, as well as a cultural manifestation where the role of fashion in the context of society is questioned and fashion is used to raise awareness. Using the art of fashion design, we dissect the changing awareness around our relationship with our environment and urgent issues to create new narratives and approaches around the subject of fashion. The program reflects the spirit of the world through the art of fashion; an eclectic clash of visions, stories and styles from an outspoken and avant-garde new generation of designers.

## **FASHIONCLASH Festival 2023: the 15th edition**

FASHIONCLASH presents: the 15th edition of the international & interdisciplinary fashion festival, FASHIONCLASH Festival (FCF) from 17–19 November 2023 in Maastricht (various locations).

In the past three editions, FASHIONCLASH experienced many benefits working with

digital media and sees experimenting with digitalisation as an important aspect of FCF. For this edition, the majority of FCF will take place physically, with the aim to make some activities available as online event(s).

The program of this edition is made up of the following components:

- Fashion Film Program
- Performance Program
  - The CLASH House: performative presentation, including coaching trajectory
- Exhibition Program
  - New Fashion Narratives
- Community Talk
- Fashion Makes Sense: social participation projects

The following components have an Open Call:

- Fashion Film Program
- Performance Program: The CLASH House

## 2. OPEN CALL

### 2.1 FASHION FILM PROGRAM

#### 2.2.1 General Information

FASHIONCLASH offers a stage to emerging designers, artists and film makers who experiment with the genre of fashion film/ video, animation, and other related audiovisual and digital media.

The fashion film (short film) has become an essential part of the communication strategy of many fashion brands over the years and for some, fashion film has become the form in which they choose to present their work. In this digital era, it is one of the best ways to capture a fashion narrative and to reach a wide audience via online platforms and media. Challenging the norms of traditional presentations, advertising techniques, and moving fashion shoots, both independent designers and large fashion houses have embraced film as an art form and have moved away from the use of mundane product placement. Besides the fashion film genre, there has been a rise of digital fashion in recent years. Many designers have been digitally presenting their new work in the form of a video or film, out of necessity.

Participants for the Fashion Film Program can submit already existing work. The selection for the Fashion Film Program will be screened at Lumière Cinema in Maastricht (exact date(s) and time(s) to be announced) during FASHIONCLASH Festival 2023.

Fashion Film examples that can be sent in for FASHIONCLASH Festival are:

- Short film (with fashion as a narrative)
- Show video presentation or registration
- Brand or campaign movie
- Conceptual, independent artwork
- 3D Animation
- Documentary
- Digital / virtual fashion presentation

#### 2.2.2 Fashion Film Award

Not only will your film be on showcase during FASHIONCLASH Festival, but there is also a FASHIONCLASH Fashion Film Award to be won! 5 nominees will be selected out of all applications by a jury panel of industry professionals (to be announced in due time). The award includes a €1.000 prize.

The winner will be announced during the opening night of FASHIONCLASH Festival on Friday 17 November.

**Early Bird deadline: Monday 1 May 2023**

**Regular deadline: Saturday 1 July 2023**

### 2.2.3 Important details

- All registrations for the Fashion Film Program must be made via FilmFreeway: <https://filmfreeway.com/fashionclashfestival>
- The regular participation fee is €30, - If you submit your film before 1 May 2023, you pay the Early Bird fee of €20,-.
- If you are a student: there is a special category with an adjusted rate. The regular participation fee is €15, - If you submit your film before 1 May 2023, you pay the Early Bird fee of €10, -.
- Films should not be longer than 15 minutes.
- If you are currently developing a fashion film, please get in touch with a member of team FASHIONCLASH via and provide us with the narrative of the film, the length of the film and if possible, other previous works or films.

### 2.2.4 Important dates

- Early Bird deadline for applications: Monday 1 May
- Regular deadline for applications: Saturday 1 July
- Announcement selected films: Week 28 (10 July – 14 July)
- Online kick-off meeting: Thursday 20 July, 19:00–20:00 (CET)
- Deadline delivering PR information: Wednesday 1 September
- FASHIONCLASH Festival dates: 17 November, 18 November, 19 November

Please note: if you are currently developing a film, the final edit of your film should be in our possession no later than 1 October.

### 2.2.5 Technical specifications

Resolution: 1920 x 1080, or higher

Format: 16:9

Frames: 25 per second

Container file: .MP4 or .MOV

**NOTE:** *Please read the Terms & Conditions before you apply to participate in the Fashion Film Program*



## 2.3 PERFORMANCE PROGRAM: THE CLASH HOUSE

### 2.3.1 General information

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 15<sup>th</sup> 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.

### 2.3.2 Coaching trajectory

As a participant of The CLASH House, you will become part of a coaching trajectory that leads until your final presentation during FASHIONCLASH Festival 2023. All participants of The CLASH House will be working with 2 artists (as coaches) from the performing arts field (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 16 May 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 Tuesday 5 September between 17:00-21:00 (CET).
- An online presentation of the final concept of the performative presentation on Monday 2 October, between 17:00-20:00 (CET).

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

The final performances will be presented on Saturday 18 November (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.

## **Deadline: Sunday 23 April 2023**

### **2.3.3 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 models and/or performers. During these casting moments, preferences of the participants take into account.
- FASHIONCLASH will provide a travel budget of €300 excl. VAT for travel expenses for participants/collective travelling from outside the Netherlands.

### **2.3.4 Important dates**

- Deadline applications: Sunday 23 April, 23.59 (CET)
- Announcement selected participants: Week 19, 8-12 May
- Online kick-off meeting: Tuesday 16 May, 17:45-21:00 (CET)
- Deadline delivering PR information: Wednesday 1 September
- Intersessional presentation: Tuesday 5 September, 17:00-21:00 (CET)
- Deadline preferences models/performers and hair/make-up: Tuesday 5 September
- Deadline presentation final concept of the performance: Monday 2 October, 17:00-20:00 (CET)
- Deadline deliverance of royalty free music for your performance: Friday 3 November
- FASHIONCLASH Festival dates: Friday 17 November, Saturday 18 November, Sunday 19 November
- Presentation of The CLASH House is on Saturday 18 November (exact time and location to be announced)

### **2.3.5 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.

### 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.

### Models/ performers

FASHIONCLASH will provide the models/ performers, if this applies to the type of presentation of the participant. This also includes hair & make-up of the models/ performers by the hair & make up partners of FASHIONCLASH. Some models/ 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.*

### 3. COMMUNITY TALK

The FASHIONCLASH Festival 2023 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 2023, 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.

## 4. 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: Wednesday 1 September 2023**

#### **4.1 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.

#### **4.2 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.

#### **4.3 Images**

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. 20MB 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 2023.