

# Foundations Revealed Contest 2019

## Official Rules

Changes made between 2018 and 2019 are **highlighted in red**.

### Theme

This year's Theme is "Architecture". Your entry (and/or the accompanying text) should show some connection to the theme.

### Eligibility

1. You can enter the Contest if you are over 18.
2. No purchase necessary.
3. Number of entries is limited to one per person.
4. No purchased, rented, or inherited items may be entered, other than as small accompanying items that enhance the main entry. The bulk of your entry must be your own work.
5. The work does not have to be made new for the Contest; you may enter something you have made in the past that fits the Theme.
6. FR writers and team are welcome to enter, but they must not enter a garment or outfit that has been the major feature of an article or articles written for us. **FR and Your Wardrobe Unlock'd writers may enter and compete for a prize in whatever skill category feels most appropriate, as for any other entrant.**
7. FR team members Cathy, the Editor and Mentors are free to take part "just for fun", but their Entry will be ceremonial only and will not be eligible for voting, judging or a prize.
8. Collaborations by up to three people are welcome. The skill level of the group is defined as the skill level of the member who was most involved in construction, or the most experienced member if it really was an equal joint effort. All members of any winning group will be able to use the award logos, and any prize subscriptions will be split - six months each for a two-person entry, when winning a year's subscription, for example.

### How to Enter

- 9. Please use the official Entry Form rather than emailing us.**
10. Your entry will be judged on your technical sewing skills as well as your artistic interpretation of the Theme. You may enter an entire outfit, just one garment (such as a corset), or anything in between.
11. Your Entry will consist of
  - Up to **SIX** photographs
  - A video of up to 60 seconds in length (optional)
  - A text description **of 500 words total or less**.
12. Your permission to use the text, photographs and video on our Websites and in marketing and promotion of Foundations Revealed is granted by entering them, but the copyright on them remains your own. By submitting them, you confirm that all artists involved in their production grant permission for their use by us on our Website and in all associated media.
13. At least ONE of the photos (or the optional video if you wish) must be **a clear image showing the technical and/or construction details of the entry**. See examples on the next page.

**“A clear image showing the technical and/or construction details of the entry”**



This a gorgeous shot of Olga Potaeva’s work from the 2018 competition. It’s a beautiful photo to set the scene, and it’s absolutely eligible for entry, but the photographer is focussed on the model, and the corset itself isn’t easy to see. If all your photos looked like this, we’d miss a lot – your friends want to see at least one photo in your submission that allows them to admire your work up close and clearly!



Paula Yeomans-Hill included this shot in her 2018 entry. You can clearly see the shape, the detail, the patterning, and get a clear idea of the kind of work that’s gone into this entry. Moody model shots are valuable too, but a shot like this helps us to understand and appreciate exactly the blood, sweat and tears you put into your entry!

14. Composite images count as the number of images that have been combined (in other words, you can't circumvent the image limit by using photo manipulation software to combine multiple images).
15. Inspiration images cannot be included with your Entry unless you own them, have express written permission to use them, or they are in the public domain.
16. You will have the optional opportunity to include a link to an outside online source such as your website or blog. You may use this link to lead to more details about your journey through the project if you wish, but this is optional. We welcome the opportunity simply to link to your work and help you to promote your work or business, providing that it does not represent substantial direct competition with the services provided by Foundations Revealed (to be decided at the discretion of Cathy Hay).
17. DO NOT send garments themselves to us – we cannot be held responsible for damage or loss that occurs as a result of attempting to do so.

## Skill levels

Enter in one of five skill level categories. The example descriptions below tend to reference corsetmakers; feel free to substitute equivalent examples in your own area of expertise, if different, when deciding which category you feel comfortable with.

### Level 1: Beginner

Your entry is one of your first ever projects. Please be respectful when using this category - it's intended for true beginners, not accomplished seamstresses picking up a new skill. If you have experience as a seamstress or costume maker but you are trying something new, your entry probably belongs in Level 2 or above.

### Level 2: Apprentice

You've made your first couple of successful projects, and now you are practising and refining core skills such as seam types, fabrics, and getting to grips with the basics of fitting. In past Contests, you probably had trouble trying to decide whether you were a "Beginner" or an "Improver" – this category is for you.

### Level 3: Intermediate

You have some experience, you're confident with the basic skills, and you're ready to try a larger range of patterns, styles and fabrics, as well as more complex pattern and fit issues - eg you might be working on learning to fit a large bust more confidently. You're drafting your first patterns and you may be starting to intern, or maybe take basic orders from friends and family.

### Level 4: Experienced

This is a "refining" stage, in which new experiments at the Intermediate level are honed and developed. You might be ready to learn to draft more complex designs, eg corset styles with cups; you're willing to be ambitious with tricky fabrics. You might be thinking about setting up a business or teaching your first class (but professional ambitions are not necessary). In past Contests, you probably had trouble trying to decide whether you were an "Improver" or whether you wanted to risk competing in the top category – if so, this category is now for you.

### Level 5: Advanced

You may or may not choose to be a professional maker, but even if you're not, you could be if you wanted to. You may be developing a distinct personal or house style. You feel confident to research, explore and develop new designs, patterns, and techniques... and perhaps even wow everyone with something that's never been done before!

Everyone's interpretations of these categories will be slightly different, so once we've received all the entries, we reserve the right to shuffle entries around amongst the categories to create a level playing field. (In other words, we often end up shifting a few people up a category, because you're all so

darned modest!) **We will attempt to contact anyone whose entry has been moved before the entries are published live. Please note that this may happen at short notice.**

## Important dates

**Mon February 4th, 2019: Deadline for submission of entries at 5pm GMT (London).**

**Fri March 1st, 2019: Entries appear at FoundationsRevealed.com. **Two weeks of voting begins.****

**Fri March 15th, 2019: Voting closes. Finalists are announced within 48 hours.**

**Fri March 22nd, 2019: Winners are announced.**

## After the Deadline: Voting and Winning

18. Your entry will be uploaded to the Website, giving our members and the public the opportunity to see your work.
19. Three Finalists in each category will be decided by a Vote among the Members. Tie breakers may result in additional Finalists being included.
20. First, Second and Third place will then be decided **by a guest Judge.**
21. The Judge's decision is final, and no correspondence will be entered into concerning that decision.
22. Finalists and Winners will be announced via Facebook Live broadcast, which will be advertised beforehand and available for viewing afterwards.
23. Finalists and Winners will also be announced on the Foundations Revealed Website. Name, Instagram or other social media handle and general location may be quoted.
24. Prizewinners will be contacted by email soon after the announcement to arrange delivery of prizes.
25. First Place in each skill level category will receive
  - A \$200 gift certificate for the online store of their choice.
  - A year's free subscription to Foundations Revealed.
  - A special 'Winner' icon to place on their website, blog or profile.
26. Second Place in each skill level category will receive:
  - A \$100 gift certificate for the online store of their choice.
  - Six months' free subscription to Foundations Revealed.
  - A special '2<sup>nd</sup> place' icon to place on their website, blog or profile.
27. Third Place in each skill level category will receive
  - Three months' free subscription to Foundations Revealed.
  - A special '3<sup>rd</sup> place' icon to place on their website, blog or profile.
28. Prizes must be claimed within three months from the announcement, ie. by June 22nd, 2019.
29. Prizes not claimed by June 22nd, 2019 will be forfeited.
30. Entries may be used in future promotions for Foundations Revealed. We reserve the right to continue to display your entry on the site to celebrate your work and demonstrate what the Contest is about.
31. All rules are void where prohibited.
32. The Contest is sponsored and adjudicated by Harman Hay Publications, Inc, which is the parent company of Foundations Revealed.

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