

Foundations Revealed Contest 2021

Official Rules

Changes made between 2020 and 2021 are **highlighted in red**.

Theme

This year's Theme is "Once Upon A Time". Your entry should show some connection to the theme.

- Create a single garment or a whole outfit for a specific character from a piece of literature – eg poem, novel, short story, graphic novel (not film/TV or video games).
- Any genre is acceptable: fantasy, historical, sci-fi, thriller, romance, steampunk etc.
- Your chosen piece of literature can be from any culture and in any language, as long as it is published and available to be read somewhere by the judges and voting members. A very brief precis of the character/story should be submitted with the design.
- So long as it existed as a book/poem/story first, it's fine if your chosen piece of literature has subsequently been used as the basis for a movie, play, animated series, video game or TV show.
- Recreations of other artists' or designers' existing illustrations are allowed, but will not be considered as innovative as original designs. The original artist/designer should be credited in your submission.

This is much about exhibiting your work as it is a "competition", so relax and enjoy the process and enter the thing you want to make and will have fun doing. Don't get too hung up on "Is this allowed?" The chances are it the answer will be yes. Just read the guidelines again... The competition is also an opportunity to push yourself, experiment and think outside the box.

Important dates

Mon February 1st 2021, 5pm London
Deadline for submission of entries.

Fri February 26th, 2021
Entries appear at FoundationsRevealed.com. Two weeks of voting begins.

Fri March 12th, 2021
Voting closes. Finalists are announced within 48 hours.

Fri March 19th, 2021
Winners are announced by the guest Judge.

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, Jema, and the Mentors, plus those team members directly involved in the Competition process, 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.

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 can be substituted for one of the photos (optional)
 - Link to inspiration image or mood board (optional)
 - A text description of 500 words total or less, detailing the design and construction.
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.)
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. If you wish to include a video, it should be hosted on a site such as YouTube, Wistia or Vimeo, set to “public”, and the link supplied on the Entry Form. Please do not submit video with your photographs.
17. 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 the FR team).
18. 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.

See next page for examples of clear technical photos as described in item 13 above...

“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 Olga’s skill as a maker 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 appreciate the effort that went into it!



Heidi Wagner included this shot in her 2019 entry. You can clearly see the shape, the detail, the patterning, the skill in fitting the model, and get a clear idea of the level of work that’s gone into this entry. Artistic shots are valuable, but a shot like this helps us to understand and appreciate exactly the blood, sweat and tears you put into your entry!

Skill levels

Enter in one of five skill level categories:

Level 1: Beginner

Your entry is one of your first ever projects. Sewing is a new skill to you. 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.

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.

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, or you might be playing with original historical patterns; 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).

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 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 couple of 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.

After the Deadline: Voting and Winning

19. Your entry will be uploaded to the Website, giving our members and the public the opportunity to see your work.
20. Three Finalists in each category will be decided by a Vote among the Members. Tie breakers may result in additional Finalists being included.
21. First, Second and Third place will then be decided by a surprise guest Judge (to be announced) according to the following criteria:
 - Design
 - Patterning (or effective use of an existing pattern, in earlier categories)
 - Fit on a live model
 - Stitching quality and finish
 - Interpretation of the theme
 - Artistic merit

22. The Judge's decision is final, and no correspondence will be entered into concerning that decision.
23. Finalists and Winners will be announced in a live online broadcast, which will be advertised beforehand and available for viewing afterwards.
24. 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.
25. Prizewinners will be contacted by email soon after the announcement to arrange delivery of prizes.
26. First Place in each skill level category will receive
 - A \$400 gift certificate for the online store(s) of their choice.
 - A year's free subscription to Foundations Revealed.
 - A special 'Winner' icon to place on their website, blog or profile.
27. Second Place in each skill level category will receive:
 - A \$200 gift certificate for the online store(s) of their choice.
 - Six months' free subscription to Foundations Revealed.
 - A special '2nd place' icon to place on their website, blog or profile.
28. Third Place in each skill level category will receive
 - A \$100 gift certificate for the online store of their choice.
 - Three months' free subscription to Foundations Revealed.
 - A special '3rd place' icon to place on their website, blog or profile.
29. Prizes must be claimed within three months from the announcement, ie. by June 19th, 2021.
30. Prizes not claimed by June 19th, 2021 will be forfeited.
31. 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.
32. All rules are void where prohibited.
33. The Contest is sponsored and adjudicated by Harman Hay Publications, Inc, which is the parent company of Foundations Revealed.

Harman Hay Publications, Inc.
221 Cornwell Drive,
Bear, DE 19701
United States of America

Tel: +1 (302) 669-9144
Email: info@harmanhay.com