



ALPACA FASHION

ALPACA OWNERS AND BREEDERS ASSOCIATION

Competition Announcement

8th ANNUAL NORTH AMERICAN STUDENT DESIGN COMPETITION FASHION AND TEXTILE

Sponsored by the Alpaca Owners and Breeders Association (AOBA)

June, 2010

Imagine one project enhancing your 2010 Curriculum:

Enter the **8th Annual Fiber to Fashion Student Design Competition** sponsored by AOBA. It's not just a contest, it's an *experience!* Over 200 North American college level art and design schools are being contacted for their students to compete for the cash prizes, exciting professional development, and networking opportunities our awards bring.

The competition was created to promote the use of alpaca fiber in fashion, textile and interior design at the fundamental level of educational institutions. The theme for this year is **Alpaca: The Earth Friendly Fiber**, in continuation of the success of the theme from 2009, when 133 entries were received for the competition. Here is a description of what the **AOBA Student Design Competition** can provide for your students:

1. Students will broaden their horizons by learning about this friendly, gentle animal, and its precious fleece that has been used for thousands of years in luxury textiles and garments - fit for royalty! Alpacas are not harmed when their fleece is harvested. They are an environmentally friendly livestock.
2. There are two categories in the competition, fashion design and textile design. No garment construction is necessary, entries only require a presentation board, swatches and a one page essay. By following the guidelines for entries, students will have a portfolio-quality piece. Selected entries will be on display at the AOBA conferences and listed at www.alpacafashion.com through 2011.
3. There are four cash scholarships in each category! The winning exhibitors' schools will be granted the AOBA "Award of Excellence" for permanent display. This award names the student, **his or her instructor & school**, and sponsor. First through sixth place ribbons will be awarded in both the textile and fashion categories, and a first place award for the best overall essay.
4. The top four finalist students (residing in North America) in each category and their instructors will be invited to be our Guests of Honor to receive their scholarships in person at the AOBA 2011 Winter Conference and Student Design Retreat. Winning students and their instructors will enjoy networking and educational opportunities with fellow fiber & fashion enthusiasts at the conference.
5. The winners will be spotlighted in our award-winning nationally distributed publication **Alpacas Magazine**.
6. Other awards will be given, such as Designer's Choice for subcategories depending on the number of entries received.
7. The competition will be judged by industry professionals who will provide a critique for each entry. The scoring is based on an evaluation of individual entries rather than a comparative system.
8. A **special award is \$500.00** to the **first place winning instructors** in each category.

We're committed to your success!

We believe working through schools and instructors is the best way for our competition to run. By coordinating the competition through instructors and teaching programs rather than individual students, your guidance will provide a more meaningful and practical experience for the entering students. We have support and informational materials to make this experience as rewarding and easy to enter as possible.

Classroom Presentations: A Power Point presentation describing the attributes of alpaca fiber has been developed for the competition, and will be sent to you on request. Another option is to invite an alpaca farmer to your classroom. They can present examples of alpaca fiber and textiles, or can arrange for students to visit their farm. Please contact us for more information.

Sponsorship: Sponsorship and entry fees may be from any source, and is not limited to alpaca farm sponsors. However, AOBA can match students to sponsoring alpaca farms in their region. Requests for sponsoring alpaca farms to provide the entry fee of \$100 per entry should be sent by October 15, 2010. Sponsors will be assigned once the student entry is received.

Materials: 100% alpaca yarn, roving, and fabric swatches donated by AOBA alpaca farm members will be provided upon request. **Materials may only be provided to individual students through instructors.** The material kits will provide enough yarn, roving and/or fabric swatches for 3 to 5 students, and include multiple natural colors. Other materials may be used in the competition as described in the rules and regulations document. You can find the materials request form at www.alpacafashion.com/forms

With the benefits the competition provides to both students and faculty, we encourage you to promote the competition at your school and to fellow faculty members. Several schools have found the competition to be of benefit to use in class curriculum. You will find the 2010 Official Rules on line at www.alpacafashion.com/forms Written Official Rules and Regulations will be sent upon request.

We're sure you will agree that this is an opportunity not to be missed! Put this event on your calendars now! The entry deadline is **November 15, 2010**.

Sincerely,

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AOBA (www.AlpacaInfo.com) is a volunteer-run, non-profit marketing organization comprised of alpaca owners and breeders with the purpose of promoting public awareness and educating members about alpacas.

The AOBA Student Design Competition (www.alpacafashion.com) mission is to expose college-level art, fashion and textile design students and professors to the wonders of designing with alpaca fiber. The competition is primarily self funded through student entry sponsorship and donations to the program by individual alpaca farms and their affiliated organizations and businesses.

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