

SUSTAINABLE CHALLENGE '22

FASHION FOR BODY DIVERSITY

CALL FOR ENTRIES

**FASHION CREATION MARATHON
FOR STUDENTS FROM SPAIN AND UK**

**NOVEMBER 10–12
DISSENY HUB BARCELONA**

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Organised by:



**Design
Manchester**

Promoted by:



Disseny Hub
Barcelona

Funded by:



As part of:



Partner Entities:



Collaborating Companies:



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OVERVIEW

This year's challenge will ask 30 fashion students from Spain and the United Kingdom to design for Body Diversity, supported by industry experts and mentors. The event will take place in-person at **Disseny Hub Barcelona** from the **10–12 November 2022**. Students are invited to apply online by Sunday 9 October 2022 and tell us why they should be given a place in this year's challenge. Read on for further details.

CALL FOR ENTRIES PLEASE COMPLETE THIS **ONLINE FORM**

APPLICATION KEY DATES

APPLICATION DEADLINE Sunday 9 October

SHORTLISTING OF APPLICATIONS Monday 10 – Friday 14 October

SUCCESSFUL APPLICANTS NOTIFIED Friday 14 October

PARTICIPATION CONFIRMATION (REQUIREMENT) Monday 17 October

APPLICATION REQUIREMENTS

When applying, students are accepting the conditions that appear in this document. Also students must confirm that they have a valid passport and are eligible to travel. Check the 'Entry Requirements' section for Spain's current entry restrictions and requirements.

LOCATION **DISSENY HUB BARCELONA**

ITINERARY

TRAVEL FROM MANCHESTER OR LONDON TO BARCELONA Thursday 10 November

WELCOME, MASTERCLASS AND BRIEF Thursday 10 November

FASHION CREATION MARATHON Friday 11 and Saturday 12 November

PRESENTATION OF PROJECTS Saturday 12 November (afternoon/evening)

TRAVEL FROM BARCELONA TO MANCHESTER OR LONDON Sunday 13 November

EXHIBITION OF PROJECT IN BARCELONA AND MANCHESTER First half of 2023

FASHION FOR BODY DIVERSITY

1 SUSTAINABLE CHALLENGE '22

The Sustainable Challenge is an annual project committed to generating knowledge and proposals to favour sustainability in the fashion industry.

With the title of 'Fashion for Body Diversity', in the context of a marathon of creation, 30 fashion students from Spain and the United Kingdom will face the challenge of designing with diversity in mind so that garments adapt to all bodies and not the other way around, promoting fashion as a tool to facilitate social inclusion.

The challenge consists of creating empathy with the needs of collectives who have different physical realities and to provide self-sufficiency for everyone as a right in itself and one that generates self-esteem; it consists of making sure that, regardless of your height or volume, you can find your clothes size; that garments have as few seams as possible and are made from fabrics that do not produce pressure sores; that you can dress yourself and that the physical difficulties that appear with age do not become an impediment; that you can find clothes that make it easier to dress yourself if you are a wheelchair user; that you can manage to easily put clothes on and take them off when you have one or two prostheses; that you can open or close a coat zipper when you have only one arm; or that you can combine an outfit when you have a visual disability such as blindness or colour blindness.

At the Sustainable Challenge '22 we respond to the challenge of attending to these and so many other needs to do with body diversity faced by millions of people around the world in their daily lives. Because catering for diversity enriches us as a society, as does doing it through a differentiating style, abreast of the most cutting-edge trends, because comfort is not at odds with aesthetics.

2 FASHION AND PHYSICAL DIVERSITY

Physical diversity and disability form part of the human reality. We are all physically different and almost everyone will at some time in their lives experience temporary or permanent disability.

Today, according to the WHO (World Health Organisation), more than **1 billion people**, around 15% of the world population, suffer from a disability. This is the social reality.

The fashion industry, however, has historically promoted consumption models and canons of beauty that have led to the exclusion of diversity in general and bodies in particular. And in this context, the obligation is huge but also exhilarating: to design inclusive fashion for all the diversity of bodies we can imagine: from those associated with dress size to those to do with the disability or physical challenges faced by millions of people in their everyday lives.

3 PARTICIPATION

The Sustainable Challenge is a non-regulated training and informal learning project for fashion students.

It is open to fashion students from schools in Spain and the UK who are doing training cycles, university degrees, postgraduate degrees and masters in any discipline: design, pattern making, styling, visual, communication, etc.

From among all applicants, the organisation will choose 30 students to work in different teams comprising members from different specialities and nationalities.

The goal is to generate knowledge and life experience for the students that, once they become professionals, will allow them to attend to the social inclusion and sustainability needed by the fashion industry.

Participation is free of charge and the organisers provide and pay for participants' accommodation and daily meals during the days of the Challenge as well as the return trip (in the case of UK students, departures will be from either Manchester or London).

The format is intensive and based on the practice of sharing. In this regard, participation entails coexistence as a group, communal dynamics and the use of shared resources (accommodation, meals, material resources, etc.).

Once the challenge has been completed and the assessment questionnaire has been handed in, the students will be awarded a participation certificate issued by the organisers.

4 MOMENTS AND DYNAMICS OF THE CHALLENGE

The Sustainable Challenge '22 will be staged in person on 10, 11 and 12 November 2022 in Barcelona, at the Disseny Hub Barcelona.

It will be a marathon of research and creation, where new approaches will be adopted and different proposals developed aimed at including a diversity of bodies, in order to demonstrate that there are alternatives to specific problems in today's fashion scene.

The Sustainable Challenge is not a competition between teams, so there will be no winners or losers.

What we expect are interesting proposals in line with the Challenge objectives, an enrichment in terms of knowledge and life experience for all participants.

The students will be supported by expert tutors, who will encourage and help them during the process of giving shape to the proposals to be developed.

Each team will work on designing and prototyping an entire look.

At the end of the 12 November session, the teams will present their projects at a session open to the public.

A photography session will be staged with a photographer from the Mediapartner – **Vein Magazine** and **Fucking Young** – as a fashion editorial, for the purpose of publishing it.

The resulting looks will remain the property of the organisers and will be put on display in Barcelona (Disseny Hub Barcelona) and Manchester (venue to be determined) in the first half of 2023.

5 CURATORSHIP AND COUNSELLING

Curatorship

Marina Vergés, fashion stylist and journalist, co-founder of FREE FORM STYLE, an inclusive and adapted clothing brand

Coaching and conselling in art direction and photography

Zoë Hitchen started her career in photography & art direction at SHOWstudio. She was a Lecturer at University of the Arts London & Manchester Met University, and is now a Senior Manager at the BBC specialising in digital user experience & accessible design.

Expert assessors

Sylvia Calvo, entrepreneur, fashion designer and founder of the sustainable and circular clothing brand 'Sylvia Calvo BCN', member of the MODA-FAD governing board.

Ángel Vilda, creator and creative director of the fashion firm BRAIN&BEAST, Head of Studies of the Fashion Area of IDEP and member of the MODA-FAD governing board.

Marta Moralla, fashion designer and pattern designer specialised in clothing for disabled people. Pattern designer for the brand Free Form Style, and associate professor of the Design Degree at BAU school.

Cristian Lago, activist and responsible for training and knowledge at Federació ECOM, a movement driven by people with physical disabilities who work to achieve an inclusive society where they can effectively exercise their rights.

6 REGISTRATION

To take part, please complete the online form

[REGISTER HERE](#)

Registration deadline is 9 October 2022

The selected students will be announced on 14 October 2022

7 ABOUT THE PROJECT AND THE ORGANISERS

7.1 THE PROJECT

The Sustainable Challenge project has the goal of generating knowledge and proposals to boost sustainability in the fashion industry.

The project is underpinned by the vision that sustainable development needs to occur simultaneously in three areas: social, environmental and economic. This vision is the basis for the triple agenda of the Sustainable Challenge: environmental, which covers our interaction with nature; social, with the focus on offering people the opportunity to meet their basic needs, a sense of self-worth and the protection of their rights; and economic, where the aim is to achieve a balance between meeting economic needs and preserving the planet for future generations. Each edition of the Sustainable Challenge is based on the fundamentals of this agenda and every year it adopts a fresh Topic.

The Sustainable Challenge '22 is funded by the British Council's International Collaboration Grants, which are designed to support UK and overseas organisations in collaborating on international arts projects.

7.2 MODA-FAD

MODA-FAD is a collective of professionals from the different fields of fashion, constituting the Fashion section of the FAD (Fostering Arts and Design). They share an enthusiasm to drive forward and give visibility to creators, fashion businesses and new talent, fostering a positive impact through the values of sustainability.

The institution promotes initiatives that boost creative excellence, commercial drive, economic resurgence and responsible consumption.

It also works to become a touchstone as a source of information for professionals, inspiration and networking and welcomes all aspects of this sector: fashion and accessories design, styling, communication, photography and entrepreneurship.

7.3 DESIGN MANCHESTER

The annual Design Manchester festival celebrates collaboration and inclusivity in design, producing international-level events that champion the worlds of design, art, architecture, digital, illustration, film, animation, photography and music.

Design Manchester supports and promotes design thinking and practice in and from one of the world's great design cities with a range of programmes and events in Manchester and elsewhere. The organisation works in association with the City Council and other design partners in the city, including its founding partner, Manchester School of Art at Manchester Metropolitan University, to harness the power of design for the benefit of residents, the environment and the economy, and to promote the centrality of design in Manchester's history on the world stage.

Design Manchester is supported by Manchester City Council and the Arts Council England.

8 DATA PROTECTION

MODA-FAD (Pl. De les Glòries Catalanes, 37-38 Edificio Disseny Hub Barcelona, and CIF G08746976) is the controller of the personal information collected during the registration process for the purpose of selecting 30 participants in the Sustainable Challenge 2022.

The lawful basis for processing the personal information collected is the candidate's acceptance of the rules (T&Cs) for taking part in this project. Special categories of data will be confidentially destroyed once the process to select participants is completed.

FAD will share this personal information with the British Council and Design Manchester, as organisers of the Sustainable Challenge 2022, and the curator and counsellor, for the purposes indicated above. FAD will keep this data for the time necessary to fulfil the purpose for which they were collected, that is until the end of the challenge.

Data subjects may exercise their data protection rights by sending an email to fad@fad.cat. For more detailed information about the processing of your data, please refer to our privacy policy. You also have the right to request the protection of the Spanish Agency for Data Protection on its website www.aepd.es



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