




MYTH AND LEGEND



INFORMATION & ENTRY PACK



MYTH AND LEGEND

A stylized graphic where the word "AND" is written in a small, slanted font between "MYTH" and "LEGEND". The letter "A" in "AND" is replaced by a brown, stylized face with large eyes and a wide, toothy grin. Below the text, a thick, flowing ribbon in shades of purple, pink, and red curves across the page. Various icons are placed along this ribbon: a purple bird-like figure on the left, a brown hat, a skull with crossed swords, and a blue and purple decorative flourish on the right.

FRIDAY 7 & SATURDAY 8 JULY 2017
PEAK VISION CENTRE
393 TE MATA ROAD, HAVELOCK NORTH

THEME: Myth & Legend

ENTRY FEE: Free of charge until 15 June 2017, \$10 per entry after this date

PRIZE PACKAGES: More than \$10,000 in cash and prizes

ENTRIES CLOSE: Friday 30 June 2017

REGISTRATION, PRE-JUDGING & PRELIMINARY SHOWCASE: Friday 7 July 2017

FINALIST REHEARSALS & EVENING EXTRAVAGANZA: Saturday 8 July 2017



CALLING ALL BUDDING DESIGNERS, ARTISTS, CREATIVES...

Creativity and cuisine come together in the annual extravaganza that is the Edible Fashion Awards. Now into our 12th year, the Awards invite entrants to create an innovative design made entirely from edible food items, imitation food items or food packaging.

The Awards are open to anyone from the age of five upwards. Whether you are a complete novice or an experienced designer, the Edible Fashion Awards are your chance to dream big and create something unique. The Awards can be entered as an individual or team and we encourage participation from school groups.

This year's theme is Myth & Legend and gives entrants the opportunity to draw on historical, mythical or legendary characters from a wide range of cultures and traditions. Designers may look to modern-day legends for inspiration or step back from popular culture and explore the richness of stories from the past.

There are seven categories, with the winner of each category going forward to compete for the Supreme Award - Designer of the Year. More than \$10,000 in cash and prizes is on offer, with this year's Designer of the Year taking home \$4,000 in cash and an item of bespoke jewellery uniquely crafted for the Awards by Unio Goldsmith & Gallery.

2017 will see the continuation of the Top Model Award and we will also be engaging public opinion with the introduction of the inaugural People's Choice Award.

Registration, pre-judging and the preliminary showcase will take place on Friday 7 July 2017 during the late afternoon and evening, with ten finalists from each category going through to the Evening Extravaganza on Saturday 8 July 2017.





WHAT YOU NEED TO KNOW

ENTRIES CLOSE: 5pm Friday 30 June 2017

ENTRY FEE: Free of charge until 15 June 2017, \$10 per entry after this date

REGISTRATION: Enter online at ediblefashionawards.co.nz from 15 May 2017

CONTACT US: info@ediblefashionawards.co.nz | 022 108 5696

- Entries open Monday 15 May and close Friday 30 June 2017.
- Entries are open to all New Zealand residents from age five upwards.
- Designs must clearly reflect the theme – Myth & Legend.
- Designs must be constructed from edible food items, imitation food items or food packaging (new or recycled). Eg: designs may be made out of real popcorn, plastic corn, plastic or paper packaging from popcorn. Edible, imitation and packaging materials can be used separately or in combination within the garment.
- Designs must not exceed 2m in height or 1.5m in width.
- Some help from an adult is acceptable, however if more than half of the work is completed by an adult, the design must be entered in the Adult category. We rely on your honesty and judgement to keep this a fair competition for all.
- Designers may model their own design or have another person model it for them.



ENTRY CATEGORIES

JUNIOR CATEGORY

Years 1-6

Hastings Art & Culture Trust Junior Designer

Winner: \$150

1st runner up: \$100

2nd runner up: \$50

**Hastings Art &
Culture Trust**

INTERMEDIATE CATEGORY

Years 7-8

M>Phosis Intermediate Designer

Winner: \$200

1st runner up: \$150

2nd runner up: \$75

M>PHOSIS
hair stylists

SENIOR CATEGORY

Years 9-13 (or up to 17 years if not attending school)

Sileni Estates Senior Designer

Winner: \$500

1st runner up: \$300

2nd runner up: \$150



ADULT CATEGORY

18+ years

Cake Stuff Adult Designer

Winner: \$600

1st runner up: \$500

2nd runner up: \$300



JEWELLERY AND ACCESSORY CATEGORY

Open

The Unio Goldsmith & Gallery Jewellery and Accessory Designer

Winner: \$500, plus an item of bespoke
jewellery crafted by Goldsmith

Bruce Jackson

Awarded for the most innovative jewellery
or accessory item.



KEEP HASTINGS BEAUTIFUL AWARD

Open

Winner: \$500

Awarded for the design that demonstrates
the best use of Hawke's Bay manufactured
recycled packaging.

Keep Hastings
Beautiful

ENTRY CATEGORIES

AVANT-GARDE AWARD

Open

Winner: \$500

Awarded for a design that is particularly experimental or innovative and pushes the boundaries of what is accepted as the norm.

TOP MODEL AWARD

The Top Model will be chosen from the individuals modelling finalist designs in the Evening Extravaganza.

PEOPLE'S CHOICE AWARD

Open

Mangapapa Hotel People's Choice Award

Winner: \$500

Awarded to the audience favourite, decided by public vote during the week following the Awards.



SUPREME AWARD

Finalists from each category

The Yummy Fruit Company Designer of the Year

The finalists from each category will be selected during the preliminary judging rounds and will be featured as part of the Evening Extravaganza. The Supreme Award – Designer of the Year will be judged from the first place winners of each category.

Winner: \$4,000 plus an item of bespoke jewellery crafted by Goldsmith Bruce Jackson

Runner up: \$600



JUDGING CRITERIA

All Categories

- Artistic Vision – overall artistic vision and impact of the design.
- Creativity – an original, creative, fun design.
- Reflection of theme – 2017 theme “Myth & Legend”.
- Use of edible materials, food packaging, imitation food.
- Standard of workmanship.

Additional judging criteria for open categories and awards

These are open to all age groups.

- **The Unio Goldsmith & Gallery Jewellery and Accessory Category**
This will be awarded for the jewellery or accessory that is the most innovative. The jewellery or accessory must be designed entirely from edible or imitation food or food packaging. Entrants may enter an item in this category only, or the item may be a component of a larger design, but must be able to be separated from this design. This award will be judged by Goldsmith Bruce Jackson, with finalist designs presented in static display at the Evening Extravaganza venue.

- **The Keep Hastings Beautiful Award**

This will be awarded to the design that demonstrates the best use of Hawke’s Bay manufactured recycled packaging. The judges will take into consideration the amount of local packaging from Hawke’s Bay businesses as well as the overall artistic vision and creativity of the design. Entrants must indicate that they would like to enter this category on the entry form and include details of what local packaging has been used and how it has been incorporated into the design.

- **The Avant-garde Award**

This will be awarded for a design that pushes the boundaries of what is accepted at the norm – a design that is particularly experimental or innovative and thinking completely outside the box, but within the parameters of the entry criteria. Entrants do not need to enter this category separately as finalists for this award will be selected by our judging panel.

- **The Top Model Award**

This will be awarded to the model, who most embodies confidence and a sense of fun on the runway. All models modelling finalist designs in the Evening Extravaganza will be considered for this award.

IMPORTANT INFORMATION

Registration, Pre-Judging & Preliminary Showcase

- This will take place in the late afternoon and evening on Friday 7 July 2017 at the Peak Vision Centre, 393 Te Mata Road, Havelock North.
- All entrants will be provided with further details in June, including specific times and instructions for registration, pre-judging and the preliminary showcase for each category. This will include details regarding entry / ticketing for the preliminary showcase event.

Finalists and Evening Extravaganza

- The top ten (10) finalists in each category will go through to the Evening Extravaganza Awards event on Saturday 8 July 2017, also at the Peak Vision Centre, 393 Te Mata Road, Havelock North.
- If you are selected as a finalist, you must be available for rehearsals from noon on Saturday 8 July and to appear in the Awards show on Saturday evening.
- The judges' decision is final and no discussions shall be entered into.

TICKET INFORMATION:

Tickets for the Evening Extravaganza go on sale on Monday 15 May 2017 via ediblefashionawards.co.nz

Ticket Prices

- GA - Adult: \$29.00
- GA - Child: \$18.00
- GA - Concession: \$23.00

VIP Table

8 people - \$600 per table. This includes entry to the Evening Extravaganza, VIP seating, cheese platter and limited wine.

For further information or to book a VIP table **please contact Kelie Jensen at info@ediblefashionawards.co.nz or on 022 108 5696**


Group Bookings

12 or more people.

Please contact Kelie Jensen at info@ediblefashionawards.co.nz or on 022 108 5696

Please Note: Each of the finalists will receive one complimentary ticket to the Evening Extravaganza.

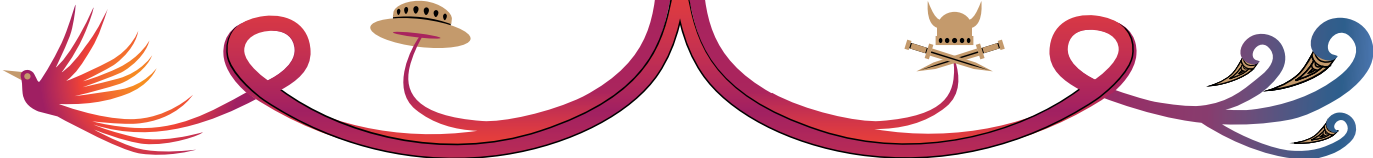
For Further Information

- W: ediblefashionawards.co.nz
- E: info@ediblefashionawards.co.nz
- P: 022 108 5696
- Or follow us on Facebook 

Please visit our website for further information.



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SUPREME AWARD SPONSOR



GOLD SPONSOR



CATEGORY SPONSOR



SILVER SPONSOR