

# ENTRY AND CONSENT FORM

## Yves Saint Laurent-Inspired Fashion Design Competition

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Fashion students and recent graduates are invited to create an original look inspired by the fashion icon Yves Saint Laurent and Seattle Art Museum's special exhibition, *Yves Saint Laurent: The Perfection of Style* on view from October 11, 2016 through January 8, 2017.

Take one of three iconic YSL looks described below as inspiration and create a sketch design; finalists will be selected to produce their looks. Finalists will have the opportunity to produce the entire look and the best three will be displayed in the Seattle Art Museum's Brotman Forum for the duration of the exhibition.

The top three winners will also receive an invitation to the *Yves Saint Laurent* Opening Celebration on October 8 and a SAM membership to inspire their creativity. *Note: travel to Seattle to attend the Opening Celebration not included in prize package.* The first prize winner will also receive a photo shoot of their winning look with a Seattle fashion photographer (including model and makeup), gift certificates to fabric stores, and consultation with SAM's marketing team to help launch their career.

**1. Mondrian dress, 1965** Possibly YSL's most famous look ever, bringing fine art into fashion with a playfulness that was perfectly in tune with Pop art and music of the moment. YSL audaciously applied the modernist concept of flatness to the dress—no darts, no zippers.

**2. Safari dress, 1968** This iconic look reached back to France's colonial past and images of big game hunting. But it took hold with a new audience in the late 1960s as Saint Laurent adapted the laced-up tunic for both men and women, a revolutionary idea of androgyny that would help define the decade of the 1970s.

**3. Evening dress, 1983** This black velvet sheath dress with Paris pink satin bow achieved the perfect balance of restraint and spectacular display.

### Student Information

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Short Bio \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### School Information

School \_\_\_\_\_ Date of Graduation \_\_\_\_\_

Title and Department \_\_\_\_\_

Faculty Advisor \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

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### **Entry Information**

Please share a short description of how your look was inspired by one of the three YSL looks.

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**By submitting an entry you hereby expressly acknowledge that you have carefully reviewed all of the terms and conditions listed in this Entry and Consent Form (including the Contest Rules) and voluntarily agree to the same.**

### **Important Dates**

**June 1, 2016** Competition opens

**July 15, 2016** Entries due

**August 1, 2016** Semi-finalists selected and notified (up to 10 semi-finalists will be selected)

**September 15, 2016** Final looks (garments) by semi-finalists due to SAM

**October 1, 2016** Finalist and First Prize Winner announced (3 total winning looks)

**October 2016–February 2017** Winning looks on display at SAM

### **Panel of Judges and Judging Criteria**

An independent panel of judges selected by the Seattle Art Museum, including local designers, curators, and fashion professionals, will choose the competition winning looks based on the following criteria:

Creativity (50%)

- Inspired interpretation of theme
- Unexpected or untraditional use of materials
- Incorporation of coordinating accessories to complete the look

Concept (50%)

- Exemplifying YSL's inspiration
- Demonstrating understanding of YSL's approach and style
- Fresh updates of classic materials

### **Contest Judges**

**Andrew Burkhardt**, Head Booking Agent, Seattle Models Guild

**Laura Cassidy**, Senior Editor / Creative Projects, Nordstrom

**Chiyo Ishikawa**, Susan Brotman Deputy Director for Art and Curator of European Painting and Sculpture, Seattle Art Museum

**Davora Lindner**, Co-founder and Designer, Prairie Underground

**Erika Dalya Massaquoi**, CEO, The Oula Company

**Tom Ordonio**, Fashion Designer

**Nicolas Utzinger**, Retired Buyer, YSL Rive Gauche

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### **Each entry must include:**

- 1.** 11 x 17 mood board of your sketch design, including fabric swatches and drawings
- 2.** Completed Entry and Consent Form
- 3.** Signed YSL Student Fashion Design Competition Entry and Consent Form

### **Rules of participation:**

- Participants must be current students or 2015 graduates from Washington, Oregon, or California.
- All entries must be submitted by and represent the original work of applicant
- All materials due to Seattle Art Museum by July 15, 2016
- Send entry to (postmarked by July 15, 2016) **YSL Fashion Competition  
c/o Seattle Art Museum  
1300 1st Avenue  
Seattle WA, 98101**
- Prizes are non-transferable and not redeemable for cash. Prizes are subject to change at sponsors' discretion.
- All decisions made by judges are final and cannot be disputed.
- Incomplete entries or entries which do not represent the original work of the applicant will be disqualified. Entries (including 11 x 17 sketch design board and garments submitted by finalists) will not be returned.
- For more information contact Marcus Ramirez, Education Coordinator, Seattle Art Museum, at **MarcusR@seattleartmuseum.org**
- Entry constitutes permission to use finalists' name, picture, and design entry for display, press, web exposure, and press relations on behalf of the Seattle Art Museum, as further detailed in this YSL Student Fashion Design Competition Entry and Consent Form.
- Applicants must carefully review and sign the YSL Student Fashion Design Competition Entry and Consent Form in order to participate.

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**TERMS AND CONDITIONS** BY SUBMITTING AN ENTRY YOU EXPRESSLY ACKNOWLEDGE THAT YOU HAVE CAREFULLY REVIEWED AND UNDERSTAND ALL OF THE TERMS AND CONDITIONS LISTED BELOW AND VOLUNTARILY AGREE TO THE SAME.

### 1. GENERAL

This Contest is void where prohibited by law. No purchase necessary to enter. Maximum of one submission per entrant.

### 2. ELIGIBILITY

The Contest is open to Washington, Oregon and California state residents only. Participants must be current students or 2015 graduates. Employees and immediate family members of employees (dependents under IRS rules), contractors, affiliates, subsidiaries and advertising and promotional agencies of the Seattle Art Museum ("SAM") are not eligible. *If entrant is under the age of 18 today*, in addition to entrant's signature, entrant's legal guardian must agree to the terms of this YSL Student Fashion Contest Entry and Consent Form ("Form") by signing below.

### 3. HOW TO ENTER

Starting June 1, 2016, visit [SeattleArtMuseum.org/YSL/contest](http://SeattleArtMuseum.org/YSL/contest) and follow the instructions to enter. Entries must include a signed copy of this Entry and Consent Form and mood board. Any work (including mood boards and final looks) submitted must be an original work produced by the entrant and must not infringe or violate any third party rights. Any works that are not entrant's original work or infringe or violate third party rights will automatically be disqualified, and if prizes have already been awarded to disqualified entrant, SAM reserves the right to withdraw or invalidate the prizes. Entries must be received by or be postmarked on July 15, 2016. Entries received after this time will be ineligible and automatically disqualified.

### 4. JUDGES & SELECTION

Entries will be judged by an independent panel of judges selected by the SAM, including local designers, curators, and fashion professionals. The panel will make its decision in its sole and absolute discretion, based on creativity, concept and connection to the themes presented in the exhibition at the SAM, *Yves Saint Laurent: The Perfection of Style*, which features the designs of Yves Saint Laurent. Up to ten (10) semi-finalists will be selected and invited to create a final look (that is, an actual garment each semi-finalist will create based on their mood board design). More information on final look requirements will be sent separately to selected semi-finalists. Final looks must be received by or postmarked on September 15, 2016. Entries received after this time will be ineligible and automatically disqualified. Judges will then select three (3) finalists from the semi-finalists, and one first prize winner from the three finalists. The three finalists' winning looks will be displayed in the SAM lobby from approximately October 1, 2016–February 1, 2017. First prize winner will also receive gift certificates to local fabric stores, consultation with SAM's marketing team, a SAM membership, and a photo shoot of their look by a Seattle fashion photographer. Approximate total prize value for first place: \$300. Cash value of prizes will not be awarded; prizes are non-transferable. Many will enter, few will win.

### 5. SEMI-FINALISTS & FINALISTS NOTIFICATION

Semi-finalists will be notified by phone or email by August 1, 2016. Finalists will be notified by phone or email by October 1, 2016, and are solely responsible for all applicable federal and state taxes and liabilities associated with each prize. SAM reserves the right to require substantiation of eligibility and/or tax compliance within three (3) days of notification. Noncompliance within three (3) days may result in disqualification and selection of an alternate winner. Contest entrants agree to abide by the terms of this official Form and by the decisions of the Contest judges, which are final and undisputable on all matters pertaining to the Contest.

### 6. LEGAL

By submitting an entry for this Contest, each entrant:

- certifies that the information contained in the entry form, including all support documents and attachments, is true and correct;
- represents and warrants that any mood board and final look submitted is the original work of the entrant and that the works do not infringe or violate any third party rights, including copyrights or property rights of others, or violate any other law, rule, or regulation;
- grants SAM the irrevocable royalty-free, world-wide right, in perpetuity, to: (i) display, distribute, reproduce, or otherwise use any, all, or none of the materials, design, mood boards, final looks (garments created based on mood boards), images, verbal or written statements or other information provided by entrant on social media, on SAM's website, on-site at SAM, and in any and all promotional, marketing, or educational materials; (ii) photograph, video record, or otherwise document the entrant, and mood boards and final looks submitted by entrant, and to use the resulting images or footage on social media, on SAM's website, on-site at SAM, and in any and all promotional, marketing, or educational materials; and (iii) use the finalist's name, image, likeness, voice, city, state and submitted content on social media, on SAM's website, on-site at SAM, and in any and all promotional, marketing, or educational materials. The rights granted in this Section are granted for any media or format, and without further approval required;
- **agrees to and shall defend, indemnify and hold harmless SAM and its trustees, officers, directors, employees, volunteers, and representatives from and against any and all liability, cost, damage, and expense related to third party claims or alleged claims of infringement or violation of any third party rights, including without limitation copyrights, publicity or privacy rights, related to any and all mood boards, final looks (garments), designs, images, information, or other materials or works submitted by entrant;**

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- **Understands SAM shall not be responsible for unauthorized duplications or use of entrant's work by third parties and fully releases SAM from any and all liability related to entrant's participation, unauthorized use of entrant's work, or use of any prize given by SAM.**

SAM is not responsible for late, lost, or misdirected entries, any entries that lack sufficient postage, or any computer, online, telephone or technical malfunctions that may occur. The Competition can be canceled, terminated, modified or suspended at any time for any reason by SAM, upon notice to all entrants. SAM is not responsible for any damage, loss, or liability related to the materials submitted, and is not required to return materials (including mood board or final look) submitted by entrant.

This Form shall be governed by and construed in accordance with the laws of the State of Washington without regard to conflict or choice of laws principles. All disputes, claims, or controversies arising from or related to this Form shall be resolved solely and exclusively in the state and federal courts of King County, Washington and the entrant hereby irrevocably consents to the venue and personal jurisdiction of such courts, and waives any claims of an inconvenient forum.

**7.** This Competition is sponsored by the Seattle Art Museum. If you have additional questions regarding this contest, please contact the Seattle Art Museum Education Department at [education@seattleartmuseum.org](mailto:education@seattleartmuseum.org)

*By signing below, I certify that I have carefully read and understood all Contest rules and terms and conditions of participation detailed above, and voluntarily agree to the same with full knowledge of its contents and opportunity for consultation with counsel.*

### ACCEPTED

Student Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Legal Guardian Name (if student is under 18) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_