

GUIDELINES FOR PARTICIPATION

IN KUKERMODA FASION DESIGN CONTEST KARLOVO 2012

CONCEPT

Kukermoda is a fashion design contest within Kukerfest '12.

It concerns design of garment and modern masquerade costumes inspired by the masquerade cultural heritage of any country of the world.

It combines seemingly alternative dimensions:

- globalization and cultural diversity
- global and local
- universal and ethnic
- popular and avant-garde
- past-present-future

Through its specific focus on the masquerade traditions and costumes, Kukermoda introduces innovative elements on one hand to the widespread format of the masquerade feast today, and on another hand to the fashion world.

AIM AND OBJECTIVES

AIM

Promotion and connecting of the region of Karlovo with the world in a modern way and based on the cultural traditions, which should benefit both the local communities and fashion world.

MAIN OBJECTIVES

1. Wide promotion of the Kukeri tradition, the cultural heritage, as well as of Region of Karlovo;
2. Attracting more foreign guests in the Karlovo region as potential informal agents in their communities and countries in favour of the cultural (sustainable) tourism in the region;
3. Introducing innovations in order to distinguish Kukerfest'12 from the typical masquerade festival and give it competitive advantages, namely:
 - Typical: A character of a museum exhibition show, ie a display of traditional costumes from the past which have lost their one-time direct connection with the lifestyle, habits and outlook on life;

Innovative in KUKERFEST'12: Via the Kukermoda contest, we emphasise in parallel with the ethnographic aspect the link of the masquerade costume with the contemporary living and with the fashion as a manifestation of both cultural avant-guard and mass culture;
 - Typical: A carnival procession format for presenting the costumes en masse i.e with large crowds of participants and spectators, accessibility for participation and live observation, many times multiplied costumes;

Innovative in KUKERFEST'12: In parallel with the traditional carnival format introduction of the fashion format, i.e. the fashion design and the fashion show for interpretation and presentation of masquerade costumes, with the characteristic elitism, respectively limited access to participate and watch live, but with much greater potential for electronic (online) broadcast, promotion, interaction, informal education;

- Typical: Anonymity of the masquerade; multiplication of most of the costumes for groups of dozens masked people

Innovative in KUKERFEST'12: A chamber dimension, individual and even intimate feeling of the masquerade festival, where every costume is a unique work, and its author is not anonymous; at the same time its electronic image can be multiplied many times and is accessible to everyone interested;

- Typical: Alienation from the authentic form, meaning and participant roles regarding both masked and undisguised; the actions are today entirely subordinated to the demonstration of the masquerade costumes, and there is a clear distinction between the active participants and the audience

Innovative in KUKERFEST'12: In Kukermoda, the display of new garment and masquerade costume designs based on the tradition are deliberately overexposed, thus freeing up mental space to return to other aspects of the authentic masquerade tradition such as the above-mentioned popular theatre and informal education in the community; exactly that may happen in the coming years;

- Typical: Chaotic copying of actions, steps and dance figures from other traditions and practices seen elsewhere that deviate from the authentic ones at the place and time the masquerade costume appeared;

Innovative in KUKERFEST'12: A chance to get a broader vision, as well as an awareness of the similar traditions and the modern approaches to them worldwide provided for the Kukeri of Karlovo region and the virtual witnesses through the cultural references of Kukermoda; it will probably contribute to strengthening the ethnic and cultural identity, to a more precise cultural self-positioning;

PROCEDURE

Task | Participants | Documents for Participation | Selection > Selection Criteria | Jury | Awards | Rights

Kukermoda is in the frameworks of Kukerfest 2012, however is relatively separate in terms of participants, public, time and duration, accessibility. The whole Kukerfest and especially Kukermoda will be shown to the wider public online.

TASK

The task of Kukermoda contest is creating fashion designs inspired by the spirit, style or elements of any traditional masquerade costume from any country in the world, under some of the two contest sections:

1. Modern garment and/or accessories;
2. Modern masquerade costumes based on the tradition.

PARTICIPANTS

Kukermoda aims at **three categories of participants:**

1. *University students* students in fashion design or related specialities;
2. *High school students*;
3. *Beginners* in the fashion design especially people linked with the spheres of cultural heritage and masquerade games.

There is no age restrictions for the contestants. There is also no restrictions regarding the country and the continent of the contestants.

DOCUMENTS FOR PARTICIPATION

The official language of the Kukermoda 2012 contest are English and Bulgarian. All written materials concerning the contest will have both English and Bulgarian versions.

The following **documents** need to be sent *by email* for participation in Kukermoda 2012 contest:

1. **An application form**, dully filled in and signed; besides the scanned copy sent by email **the original printed version dully signed should be sent by post too.**

2. *Documents* for participation:

- **A Curriculum Vitae (bio)**, in the standard European format;
- **Visual materials with short explanations** showing the source(s) of inspiration of the contestants and their link to the idea of the fashion collection. They should be presented in Pecha Kucha (<http://www.pecha-kucha.org>) format
- **A text description on the relevant masquerade tradition, its context and the path to the final contest design** – maximum 1800 symbols.

3. The contest design in a sketch form

Besides sending the e-version by email, the contestants should send their originals printed on a sheet A3 by mail too.

The contestants can choose the season for their model of garment or accessory.

They can participate in the contest with ready designs created on another occasion, for instance university projects or diploma works, provided they correspond with both concept and conditions of the Kukermoda 2012 contest, have not been submitted to other fashion design contests, and have not been published in the media yet.

4. **A self-presentation** in a Pecha Kucha format (<http://www.pecha-kucha.org>) ie 20 images, each for 20 seconds which forward automatically, and talk along to the images.

In summary, each contestant in KUKERMODA 2012 is required to submit:

- Application form – a photocopy until 30.01.2012 (by email) and an original printout until 10.2.2012 (by post);
- Two presentations in Pecha Kucha format, respectively, about the source of inspiration and a self-presentation - until 10.2.2012, by email;
- Several text documents until 10.2.2012, by email:
 - CV
 - Description of the masquerade tradition, which has inspired them;
- The model itself in the form of a sketch, until 10.02.2012 in e-format and by post (postmarked until this date).

All documents must be sent to the organizers of Kukermoda 2012 in their e-versions by email. **In addition, both original application form dully filled in and signed and sketch of the contest design printed on an A3 sheet must be sent by mail too.**

SELECTION

The selection consists of two rounds: a first round and a final round, which is during Kukerfest 2012:

1. Round 1

The contestants should create and send by email a sketch under one of the two sections:

- Modern garment inspired by the spirit, style or elements of any traditional masquerade costume from any country of the world, or
- A new masquerade costume based on the tradition of any country of the world

Alongside with the sketch, they should send accompanying documents (see Documents for Participation).

A professional jury will remotely assess the sent sketches (in e-format) of the designer models, as well as the accompanying documents, and will select up to 10 finalists.

2. The final in Karlovo, Bulgaria

The sketches and the finalists will be virtually presented through the Pecha Kucha presentations at the exhibition in Karlovo Town and on the Kukermoda 2012 website (www.kukermoda2012.weebly.com).

The rating will be determined through voting by the jury and by the public 50:50. There will be separate awards from the jury and the public. The audience award will be determined by both online voting and a form filling at the hall.

The **selection criteria** are as follows:

- The idea of the collection;
- Harmony between the contemporary fashion trends and the masquerade cultural heritage in the design;
- Technical implementation (quality of the sketches, presentation, mastery, colour concept);
- Feasibility and practicality.

Each member of the jury will award points to each of the competing designs through a **scale** corresponding to the contest criteria.

A written summary of the jury assessment for each contest design will be made available to its author at the end of the Kukermoda final round.

The jury's decisions are final, and can not be a subject of any contestation.

AWARDS

Grand Prize

A tourist package which includes:

1. A tandem flight with a para-glider at the Shambhala Centre nearby Karlovo (suitable for non-experienced people in paragliding) - more info is pending
2. A two-way voucher for the [skylift at Shambhala Centre](#)
3. An overnight at [Shterev Hotel](#) in Sopot Town where is based the Shambhala Centre

Jury Award

A tourist package which includes:

1. A voucher for the long way of the Adventure Park, Shambhala Centre
2. An overnight in a hotel in Karlovo region - more info is pending

Audience Award

A tourist package which includes:

1. A voucher for the short way of the [Adventure Park, Shambhala Centre](#)
2. A collection of three small bottles of different wine by [Chateau Copsa](#) - more info is pending

SPECIAL AWARD for the most successful foreign participants in KUKERMODA'12:

- Meeting at the arrival in Bulgaria and transfers to Karlovo and backwards;
- Excursion with a car and a guide provided by Kukeri Foundation to the tourists sights in Karlovo, the region and nearby:
 - The Town-museum of Koprivshitsa;
 - The Town of Klisura with the Historical museum, the Potato Museum and the monument of Ivan Borimechkata;
 - The Town of Sopot with Shambhala Centre, the Monastery and the surrounding nature, the Metoh (old nunnery) and the Ivan Vazov Museum;
 - The Town of Karlovo with the new centre and the Old Town with the Historical Museum and its Ethnographic Department, the Museum of Vasil Levski;
 - Kalofer Town with the House-Museum of Hristo Botev and Daskal Botyo's School, the Nun Monastery and the Monk Monastery, the Kalofer long-haired goat and the beautiful nature surrounding the town;
 - The ancient Thracian tombs east of Karlovo region.
- By wish of the foreign award winner – four nights accommodation at a local home.

All award packages are valid between 1 April 2012 and 30 October 2012.

The awards will be announced at a gala evening ceremony with a concert on the penultimate day of Kukerfest, February 25th, 2012.

RIGHTS

The participants must own all rights for their contest projects. Projects must be consistent with the international law, especially that of the European Union in respect to copyright, trademark, criminal legislations, human rights, etc.

Each contestant keeps the ownership of their contest projects submitted to Kukermoda 2012. The sketches of the fashion design collections and the enclosed documents will stay in Karlovo for the archives of Kukermoda, however the copyrights remain with the authors.

By entering the contest, the participants agree to unrestricted non-commercial use of their projects by the organizers of Kukermoda 2012, which may be done in different ways and through different channels of communication.

The Kukermoda 2012 contestants also agree to publication of all their photographs both individual and joint.

ORGANISATION

[Events](#) | [Important Dates](#) | [Programme](#) | [Budget](#) | [Venue](#) > [Kukerfest](#) > [Karlovo Town](#) | [Organizers](#) | [Jury](#)

EVENTS

- Exhibitions of the contest sketches with presentations of the participants (virtual or live);
- Opening of the above exhibitions (24.03.2012, Wednesday);
- A fashion show with the contest designs
- A round table on a relevant theme (25.2.2012, Saturday);
- A closing Gala Evening with a concert and awards announcement (25.2.2012, Saturday).

IMPORTANT DATES

From 10.1.2012 Announcing the Kukermoda 2012 contest

Until 30.1.2012 Deadline for application for participation in the contest by email with an attached copy of the dully filled in and signed original application form

Until 10.2.2012 Deadline for receiving by the organisers of:

- the sketches of the contest designer models and the accompanying documents both in e-format, *by email*;
- the original application form signed by the designers, on a paper, *by post*;
- the sketch of the contest design printed out on a sheet in A3 format, *by mail*;
- a multimedia presentation of the accompanying documents: a slide show, pictures and video in Pecha Kucha format, *by email*

Until 15.2.2012 First selection round

Until 17.2.2012 Announcing the contestants about the results of the first round, by email. 10 participants will be selected for the final

24-25.2.2012 Final round of Kukermoda with presentations of the contest designs and their creators (virtually)at the sketch exhibition and online

25/02/12 A gala evening with a concert and announcement of the award winners

26/02/12 Presentations of the awarded designers to the Karlovo public in the frameworks of the sketch exhibition

PROGRAMME

The programme of Kukermoda as a part of the Kukerfest programme is marked with bold letters:

Day	Settlement	Event	Time (hour)
Monday	Karlovo .	Opening of Kukerfest 2012: traditional songs and "horo" (a traditional Bulgarian chain dance) for Kuker Day; a culinary exhibition-bazaar with traditional dishes for Sirnitsa (Cheese-Fare Sunday); an exhibition-bazaar of Kuker souvenirs; „jangling” by Kukeri and a fire	16:00-19:30
Tuesday	Dabene	1 st Kukerfest centre for the day	
	Voinyagovo	2 nd Kukerfest centre for the day	14:30-15:30
	Kliment	3 rd Kukerfest centre for the day	16:30-17:30
Wednesday 22.2.'12	Banya	1 st Kukerfest centre for the day	12:00-14:00
	Kalofer	2 nd Kukerfest centre for the day	16:30-18:30 (14:00-16:30 for tourists)
Thursday, 23.2.'12	Karlovo	Opening of the Kid Kuker-art Exhibition	16:00-17:00
Friday, 24.2.'12	Karlovo	...Kid Kuker-art Exhibition...	9:00-18:00
		Kid Carnival	15:00-17:00
		KM: A round table	16:30-18:00
		KUKERMODA (KM): Opening of the sketches exhibition	18:00-19:00
		„Jangling”	19:00-19:30
Saturday, 25.2.'12	Karlovo	...Kid Kuker-art Exhibition...	9:00-18:00
		...KM: Exhibition of the fashion design sketches and the accompanying materials...	9:00-18:00
		Watching and photographing the “dressing” of Kukeri – by one of some of the Kuker groups	8:00-9:30
		Regional Kuker Feast	10:00-13:00
		KM: Awards announcement	19
	Ethnoteka - Youth Masked Dance Party with ethnic music from the five continents	19:30:00	
	Kliment	Kuker Day	13:30-17:30
Sunday, 26.2.'12	The Kuker settlements (Banya, Vassil Levski, Gorni Domlyan, Domlyan, Dabene, Kalofer, Karavelovo, Sokolitsa, Stoletovo, Sushittsa)	Watching and photographing the “dressing” of Kukeri– by one of some of the Kuker groups	8:00-9:30
		Kuker Day (Cheese-Fare Sunday)	10:00-18:00
		Traditional fires for the Cheese-Fare Sunday	20:00-22:00
Monday 27.2.'12	Karlovo	...Children Art Exhibition...	9:00-18:00
		...KM: Exhibition of the fashion design sketches and the accompanying materials...	9:00-18:00
		KM: Virtual presentations of the award winning designs to the general public of Karlovo at the sketches exhibition	18

AFTER THE KUKER WEEK:

1. **Votings by organizers and by public for the awards for Kuker-safari**
2. **A photo exhibition entitled "Kukersafari in Karlovo Region 2012"** - online (constant); in the Town of Karlovo (a month)
3. **Kukermoda 2012 exhibition** - online (constant); in the Town of Karlovo (a month); travels to other settlements;
4. **Children Art Exhibition 2012-** Karlovo (until the end of the week after Kuker Day)

VENUE

- The sketches and the self-presentations of the participants will be held at a special exhibition hosted by some of the art galleries in Karlovo, and will also be online via www.kukermoda2012.weebly.com
- A gala evening with announcing the award winners at the office of Kukerfest'12 or at a restaurant in Karlovo; there will be a media broadcast .

The contestants will participate online. Those of them, who which are welcome to attend the final round in Karlovo provided they cover all their relevant expenses themselves.

Kukerfest

Kukerfest 2012 is a one-week festival based on the masquerade tradition in the Karlovo area, Central Bulgaria.

It will be held in the week before Sirni Zagovezni also called Sirnitsa (20-26.2.2012). Sirnitsa is always celebrated 7 weeks before Easter, and is the Bulgarian and Eastern Orthodox version of the Shrove Sunday.

Kukermoda attaches a international dimension to Kukerfest, and connects the region with the world through the fashion.

Karlovo Town

Karlovo Town and the area are the perfect host of an international fashion design contest based on the masquerade cultural heritage for many reasons:

- The preserved cultural heritage - on one hand the masquerade tradition of the „Elders“ (Kukeri, mummers) with their characteristic dance restraint and elegance of the costumes, and on another hand the still well-preserved buildings at 100-200 years of age left from the times when the sub-Balkan settlements were in their full flourishing;
- The beauty of the city and the Rose Valley with the magnificent Balkan Mountains hanging over as a natural scenery;
- Hospitality and friendliness of the locals;
- A good hotel base in the town of Karlovo;
- Low prices even within Bulgaria; for foreign participants and guests the prices are more than affordable.

ORGANIZERS

Kukeri Foundation (KF); Karlovo Municipality; schools, fashion and garment business, media, ...

JURY

The jury of Kukermoda Contest may include representatives of the following organisations:

- A fashion design company;
- A fashion magazine or a lifestyle one;
- Fashion design university department;
- A cultural anthropology (ethnography) institute/museum;
- Representatives of the KUKERMODA'12's sponsors.

THE APPLICATION FORM and TERMS & CONDITIONS FOR PARTICIPATION IN KUKERMODA KARLOVO 2012 can be downloaded from the site www.kukermoda2012.weebly.com .