Wearing Our Stories

2018 Wearable Art Fashion Show

Prospectus

**Overview:**  In 2008 and 2009, when the Museum of Ventura County was closed for renovation, a wearable art fashion show was created that brought together artists and designers from San Luis Obispo to Los Angeles. The theme changed each year and it was without a doubt, the most popular event the museum put together. With the move back to the Main Street location in 2010, the very popular show was shelved for a time in lieu of other events. We felt as a staff that 2018 was the appropriate year for the wearable art fashion show to make a comeback. We look forward to having you involved in this experience as a group of fashion designers, fiber artists, artists, sculptors, and community members.

**Definition of Wearable Art:**  Also known as “art to wear”, refers to individually designed pieces of (usually) handmade clothing (dresses, jackets, hats, scarves, pants) or jewelry created as fine or expressive art.

**Theme:** This year’s theme, “*Wearing Our Stories: Rising from the Ashes”,* asks participants to meditate on their personal experiences and feelings about the Thomas Fire which began in Ventura County on December 4, 2017. The challenge is to tell your story through your design. Find your inspiration by harvesting your experiences. This incident took so much from us but it also left us all something that we will treasure. Share your thoughts on how we rise out of the ashes to be stronger than ever.

Given the nature of the theme of this fashion show, we suggest that all entrants write an artist’s statement.

**Date, Time, Place:** The fashion show will take place on Saturday, June 2nd in the Martha K. and Martin V. Smith Pavilion at the Museum of Ventura County, 100 E. Main Street, in Ventura. Reception will start at 6:00 pm with show starting at 7:00 pm.

Rehearsal will take place the evening before the event, Friday, June 1st at 6:30 pm.

You are required to bring your entry with you the evening of the rehearsal. Entries can be left in the pavilion overnight for the show the following evening. The pavilion is a secure building. However, if you feel more comfortable taking the garment/accessories with you, you may.

**Entry Fee:** the entry fee is $15 per entry or $20 per two entries. This payment must be received to be considered for the show. Special pricing will be available for students. Note: If your entry is accepted, you must provide your own model. You may model your own design as well.

**Deadline:** Submissions sent by mail and online submissions must be received by Friday, April 20,2018. One to three photos of your design will be accepted with each entry. If your piece is not complete, a description and/or sketch of your design is acceptable, or a description and photo of your design in progress.

**Notification:** You will be notified by email only by April 30, 2018. All decisions are final.

**Sales:** Sale of garments and accessories from the fashion show is at the discretion of the artist. This will take place after the show and sales will be handled through the museum with a percentage of sales going to MVC.

All inquiries should be directed to Anna Bermudez, Curator, at (805)653-0323 ext 302 or abermudez@venturamuseum.org.

**Wearing Our Stories: 2018 Entry Form**

Artist’s Name(s)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Title of Piece\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Category Garment\_\_\_ Accessory\_\_\_

Brief Description\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Model’s Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_ I understand that submission of an entry constitutes my permission for the Museum of Ventura County to videotape or photograph the work and to reproduce or publish my images for the show’s purposes. I am in agreement with this and all other conditions set forth in the prospectus.

Artist’s Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Directions for submission:**

**Mail entry form to:**

Wearable Art Fashion Show

Museum of Ventura County 100 E. Main Street Ventura, CA 93001

**Email entries to:** [**abermudez@venturamuseum.org**](mailto:abermudez@venturamuseum.org) **& pay the registration fee online at:** [**http://bit.ly/2G4g0v7**](http://bit.ly/2G4g0v7)

**Please include artist’s statement and entry fee with this form.**

Amount Enclosed $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Check Enclosed made payable to the Museum of Ventura County

\_\_\_\_ I paid online