

**2016 Stitch
One Hit Wonders: Pop Culture Phenomenons
Thursday, February 11, 2016**

**Mask Entry Rules
Due: Friday, December 18, 2015**

Mask Concept

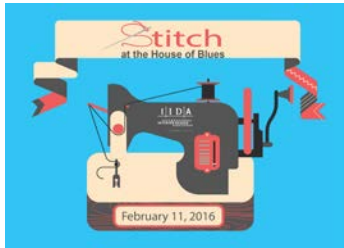
The theme for our 11th annual Stitch is: **One Hit Wonders: Pop Culture Phenomenons**

For the runway extravaganza, teams can choose an event, item, product, song, anything that the teams consider a “One Hit Wonder”. Maybe it’s a music scene, a fashion icon, or a historical figure. It could be a political movement, an influential film, or something that could inspire our future. Maybe a toy or object that had short lived fame. The possibilities are endless. Get creative! Masks should be conceptual rather than literal representations of the chosen theme. Feel free to introduce color, pattern, texture, or spice things up with some different scales to help your mask catch the judges' eyes. Be sure to check out the 2016 Awards Categories for further inspiration.

Let’s make the 11th year of Stitch unforgettable!

Mask Entry Rules

1. Mask Entry Forms are to be completed via Google doc form by **Friday, December 18, 2015**.
2. Separate Mask Submission Requirements (sketch, concept, design, etc.) must be submitted for each mask apart from the google doc via email to the **Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com**.
3. The first 40 entries will be accepted due to limited runway time.
4. Following entry acceptance, each team will be informed of their assigned theme. Themes will be assigned on a first come first serve basis in an effort to avoid duplicates.
5. The design team is limited to **6 teammates and 1 model**. Manufacturers are responsible for procuring a design team.
6. **The mask must be designed and constructed by the design team.** Mask teams may only consist of product manufacturer(s) and designer(s). Teams cannot include fashion houses or practicing fashion designers. Teams may not hire outside parties to construct their mask. Teams that acquire outside assistance will be ineligible for awards and prizes. If you have any questions or concerns regarding who is allowed to participate on your team, please e-mail the Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com.
7. Masks must be constructed of the material(s) as provided by the product manufacturer sponsoring them. There is not a specific amount of material that must be used, but the majority of the visually exposed portions of the mask should represent the material(s) the manufacturer produces, supplies or distributes.
8. Masks cannot be any wider than 3'-0". Models must be able to walk up and down stairs and pass through a standard 3'-0" doorway wearing the mask. If you have any questions or concerns regarding your mask, please e-mail the Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com.



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[Mask Entry Rules Continued]

9. Although the mask might be designed to cover the model's face and body, **all the models must wear a top and bottom that are the same, neutral color (black, grey, white, or tan)**. The top and bottom can be a full body suit, tank top and leggings, t-shirt and shorts, etc. Teams must submit what top and bottom the model will be wearing on their sketch by January 16th for approval by the Stitch Committee. The Stitch Committee reserves the right to ask the team to modify their design upon submission in an effort to avoid disqualification.
10. Masks must be fully supported by the model's head and shoulders. Any portion of the mask that drops below the model's shoulders must be connected to the piece of the mask that is supported by the model's head. No additional elements for support or otherwise can be included on the model's body if not attached to the piece of the mask that is supported by the model's head.
11. No live animals are permitted.

Model Rules

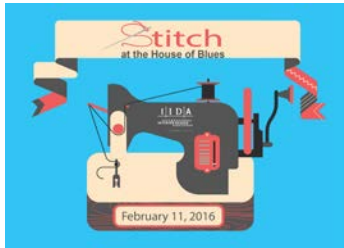
1. **Team Members and Models attending the event must be 21+**
2. **Each team is allowed one model allowed per mask.** Models can be whomever your team decides. Team members are encouraged to model. However, professional models are accepted. The model does not need a ticket for the event. Models may join the party after the show. Escorts and/or any persons assisting the model will not be allowed on stage.
3. **Models are required to participate in the rehearsal. Models may be accompanied by 1 assistant. Rehearsal begins the day of the event at 4:00 PM. Do not bring your entire team to the venue for rehearsal.**
4. There will be no hair and make-up artists available at the venue the day of the event. Hair and make-up is left to the discretion of the team. Team members are encouraged to be creative with the "entire package". Space is limited at the House of Blues. Plan accordingly.
5. Doors open to the public at 5:30 PM. The show begins at 7:00 PM. An itinerary outlining the time for models to arrive, rehearsal, show-time, etc. will be distributed one week prior to the event to all participants. A floor plan to map out your walking path on stage will be provided as the event date approaches. There will not be any additional stage rehearsal times provided other than prior to the event on the event day.

All marketing and publicity requests should be directed to the Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com.

[End of rules]

BENEFITTING





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Mask Submission

FINAL ENTRY DEADLINE

Submit all of the following items for each mask design to the Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com by **Friday, January 15, 2016 at 5:00 PM.**

1. Sketch: Provide a conceptual sketch of your mask to be used in promotional materials for and at the event. Your sketch should be submitted as a hi-resolution JPEG.
2. Concept: Provide a statement about the mask(s) in 100 words or less, describing the concept of the mask(s), materials used, etc. The emcee may or may not use this to narrate while the model is walking the runway. It may be used in promotional materials. Practice reading your statement while your model walks prior to the event.
3. Logos: Provide company logos for the manufacturer and design team companies to be included in promotional materials for the event. All vendors who supplied services or materials should be identified. Your logo should be submitted as a hi-resolution JPEG.
4. Team Information: New this year, we'll be using a Google Doc to collect team information. Submit your team information, including the model(s) name, team member names, inspired decade and concept of your mask (images accepted), and main design team member contact information for questions or follow-up regarding submitted materials
5. Signatures: New this year, your submitted Google Doc, containing team information, will take the place of a signature.

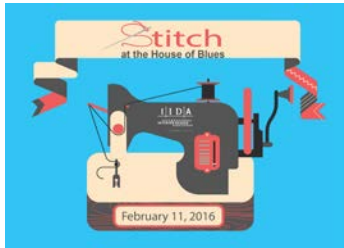
EARLY ENTRY DEADLINE

Teams who submit all of the above by **Friday, January 08, 2016** will have the option to choose their model's walking slot on a first come, first serve basis. Entries submitted after January 8th will be randomly assigned a walking slot by the Stitch committee. Entries must be submitted to the Stitch Committee Chair, Amanda Witte, at aarbuckle@bkvgroup.com.

COMPLETED GOOGLE DOC TEAM REGISTRATION MUST BE SUBMITTED TO BE REGISTERED.

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Award Categories

The Crown *Best in Show*

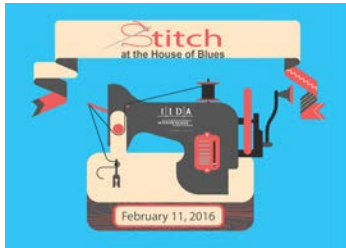
Best overall concept, use of materials, construction, fit, uniqueness, attention to detail, model performance and overall presence. Our judges will be asking: How memorable and inspired is your mask? Is it imaginative, inventive and innovative? Will everyone be talking about it for weeks after the Stitch show? Musical interludes excluded.

The Mystic *Best Concept to Creation*

The mask that is most true to the design team's conceptual sketch and execution of that concept. Our judges will be asking: How strong was the initial concept? How well was the final product executed in relation to that concept? How well were the materials illustrated and used? Construction and fit will also be considered as part of concept execution.

The Glitz *Best Use of Material*

Best use of material or product in a unique fashion, execution, construction method and fit. Our judges will be asking: How unique is the mask material in relation to how it was used to construct the mask? Did the design team give careful consideration to the construction method? Is there a clever use of material and attention to detail? Was thought given to the materials or products life cycle relative to its usefulness after Stitch?



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Deadlines

December 18, 2015 Mask Entry Form Deadline

Registration form must be completed and sent with payment to the Chapter Administrator. The form must include your team's top 2 decade preferences.

January 08, 2016 Early Entry Deadline

Logos, sketch, concept statement, team and model names, decade and inspiration chosen, and signed mask entry rules for each mask submission. Refer to page 3.

January 15, 2016 Final Entry Deadline

Logos, sketch, concept statement, team and model names, decade and inspiration chosen, and signed mask entry rules for each mask submission. Refer to page 3.

January 22, 2016 Early Bird Ticket Deadline

Last day to purchase tickets at the listed early bird price. Tickets available after this date will be sold at full price to members and guests.

February 11, 2016 Get ready to celebrate the 11th year of Stitch in Chicago at the House of Blues!

BENEFITTING

