



Mallorca
Design
Day

5TH EDITION

MARCH 2025
MALLORCA



FASHION CONTEST

I. OBJECTIVE

The fashion event **Mallorca Design Day** arises with the aim of promoting and making visible the work of new emerging designers of the Balearic and national level.

II. BENEFITS

The competition is aimed at people of any nationality who are currently studying Fashion Design or have completed their studies within a maximum period of 5 years.

Also included are people linked to the world of design and/or clothing, who do not have a university degree or a consolidated and recognized commercial sales brand in the world of fashion design.

Group collections can be made in a maximum of 3 people per team. A representative of the group will send the signed portfolio under a pseudonym and the necessary personal data.

III. COMPETITION CATEGORIES NATIONAL CATEGORY

Aimed at all persons residing in Spain, including those residing in the United States. tes in the autonomous community of the Balearic Islands and the Canary Islands.

BALEARIC ACCÉSITS

Three runners-up prizes will be awarded to the best Balearic collections so that they can execute the collection and parade at the final gala of the fifth edition of **Mallorca Design Day**.

IV. PROPOSAL REQUIREMENTS

All the proposals submitted to the fifth **Mallorca Design Day** Festival must meet the following requirements:

- Each participant will present a portfolio with ten design proposals. **Male, female or mixed.** Of the 10 outfits, one of them must be for size diversity, a look between size 42/44. This outfit would have to be made in case of being chosen as winner. This will be specified with the organization, if necessary.
- The theme of inspiration will be "*Craft Intelligence*". Craftsmanship intelligence implies **mastery of traditional techniques**, attention to detail, and a deep respect for materials. But it also invites us to go further: to explore how these skills can evolve and adapt to contemporary needs and tastes. Collections should reflect this **connection between past and future**, showing an understanding of manual techniques and an interest in innovating, adapting or reinterpreting them.

We are looking for collections that integrate and reinterpret **artisanal intelligence**. By this we mean the ability to merge technical knowledge and new AI tools and intuitive creativity to create unique projects, respecting tradition while applying innovative approaches.

This contest seeks collections that understand that artisanal intelligence is not only an act of creation, but a way to preserve and evolve our culture, uniting the best of tradition and modernity.

- Participants must present the portfolio in at least DIN A-4 format.
- The national winning collection and the mentions to the 3 best Balearic collections will have to parade in the final gala of the fifth edition **Mallorca Design Day**.
- In case the designer cannot attend the fashion show, he/she will have to send the collection, paying the costs, one week before the fashion show. Once the festival is over, the organization will return the collection and the designer will be responsible for the return charges.
- The designs submitted may not have been awarded in any other contest. Likewise, the collections submitted may not have been published in specialized publishing houses.

V. DOCUMENTATION AND DEADLINE

From **November 15, 2024 to January 12, 2025** is the registration period for the competition. The presentation of the documentation will be done digitally.

The necessary documentation for participation in the fifth edition of **Mallorca Design Day** can be submitted via email to concurso@mallorcadesignday.es. Only proposals received at this email address before **23:59 h on January 12, 2025** will be accepted.

- Portfolio, signed under a pseudonym, accompanied by 10 design proposals as well as their inspiration, color and fabric charts and other data considered by the participant to be of interest for the evaluation of the portfolio. The portfolio will have on its cover the name to refer to the collection.
- Photographs of completed collections may be submitted, as long as they comply with the theme and the rules of the contest.
- It is mandatory to present the execution of at least one prototype of the proposals. Final projects related to the theme may be submitted. In this case, photos of all the outfits that have been made must be sent.
- National Identity Card or equivalent accreditation document, passport or NIE.
- Curriculum Vitae. Sworn statement that the designs submitted are unpublished.
- **Annex n°1.**
Completed **Mallorca Design Day** form. Specifying the name of the collection presented, pseudonym used, telephone number and a contact email. **Annex n°2.**

The national winning collection and the 3 Balearic runners-up must provide the music that will accompany them during the parade. The musical contribution must be agreed with the organization, which reserves the right to make suggestions and modifications if it is not considered appropriate.

VI. VALUATION CRITERIA

The **Mallorca Design Day** competition promotes the visibility of new national designers. To this end, the jury will focus on rewarding innovation, quality, creativity, professionalism and sustainability of the proposals.

VII. JURY

The list of the jurors of the fifth edition of **Mallorca Design Day** will be published before the end of the registration period on **January 12, 2025** on the website www.mallorcadesignday.es.

VIII. PROCEDURE AND DEADLINES

From **November 15, 2024 to January 12, 2025** is the registration period for the competition. In the following weeks, the jury's decision for the national category and the three runners-up prizes for the best Balearic collection will be announced.

From the moment the jury's decision is made, they will have 7 to 8 weeks to execute or refine the collections.

The collections will be returned to the designers and will be at the disposal of the organization of **Mallorca Design Day** for a period of six months for promotional actions of the same, or for actions that the organization considers appropriate.

IX. AWARDS

The fifth edition of **Mallorca Design Day** will provide the winners with the prizes described below:

2.000€ to the first classified in the National Category. Weekend stay for two people on the island of Mallorca, coinciding with the event.

600€ to each Balearic runner-up to be able to execute the collection and parade as a guest at the final gala of the 5th edition **Mallorca Design Day**.

X. ACCEPTANCE AND LEGAL ASPECTS

Participation in the contest implies full acceptance of these rules. Those projects that contain information about their authors or do not comply with the requirements indicated above will be rejected.

The projects submitted are the exclusive property of the authors. **Mallorca Design Day** may reproduce them in social networks, website, dossiers, send them to the media, general and specialized press publications or use them in possible exhibitions or other promotional activities related to the event during the current year.

+INFORMATION



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