

11TH FAJR INTERNATIONAL JUN 2022  
FASHION & CLOTHING FESTIVAL  
Tehran-Milad Tower

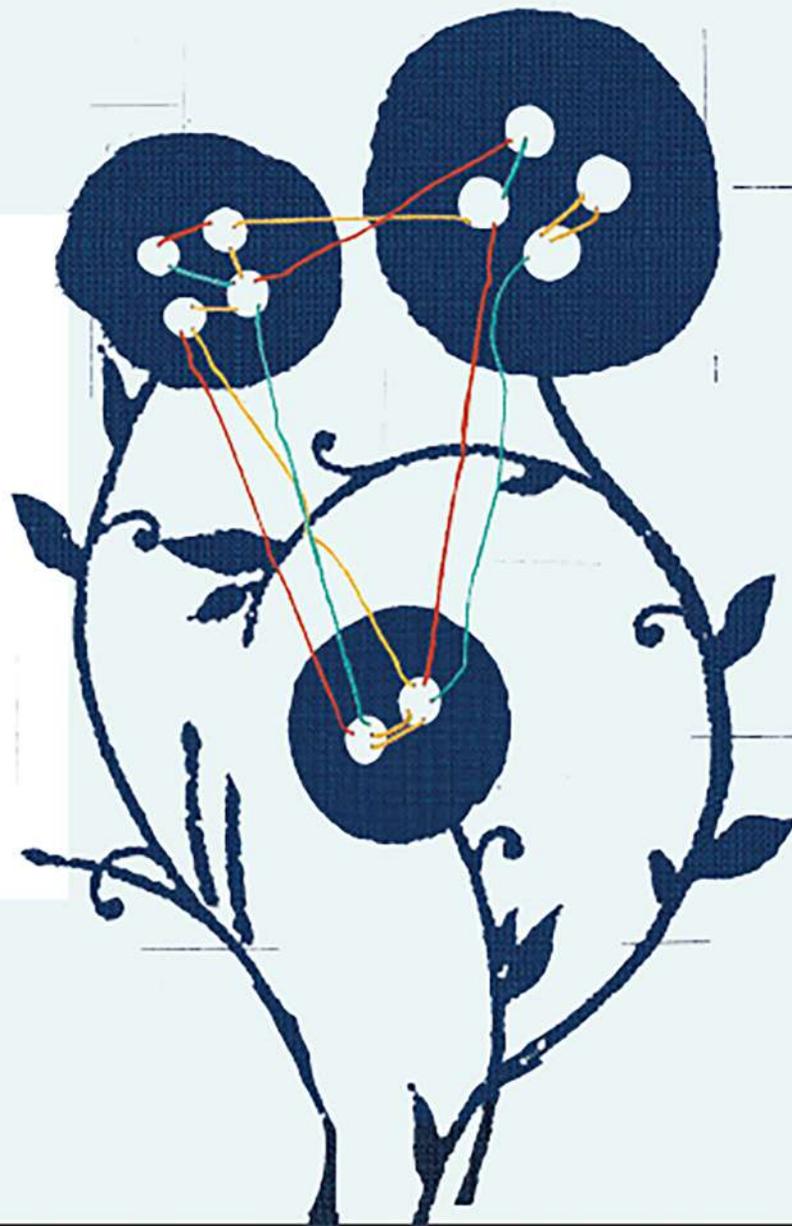


وزارت فرهنگ و تراث ایران



یازدهمین جشنواره  
بین‌المللی مد و لباس فجر

Call for  
**COMPETITION**



In the macro-cultural discourse of the Islamic Revolution of Iran, presenting the correct model of chaste clothing with regard to the historical, cultural and religious background of Islamic Iran, has become one of the important and valuable goals of activists and stakeholders in this field. In line with this lofty goal, the Ministry of Culture and Islamic Guidance intends to name the new year by the Supreme Leader as "**Production; Knowledge-Based and Employment-Creating**" by holding the Fajr Fashion and Clothing Festival as the most comprehensive specialized fashion and clothing event in Iran; to provide the necessary basis for the growth and expansion of various levels of activity in these fields, by forming an effective and efficient flow in the sphere of economic development of the country's cultural industries to support national production and youth employment. A review of the organization and achievements of the 10 periods of the festival shows that by explaining new approaches and then strategic actions in line with the initial goals of the festival, this event can be an arena to focus on the culture of chaste clothing and expand the field of creativity to achieve Fashion and clothing design based on Iranian-Islamic identity.

## MAIN PURPOSE

- Identifying fashion and clothing design and strengthening fashion frameworks while preserving cultural values;
- Introducing, promoting and strengthening the discourse of the chaste-fashion, based on the Iranian-Islamic cover culture;
- Recreating religious, national and ethnic values and reviving and developing indigenous aesthetics in the country;
- Design and production of beautiful, healthy, appropriate and accessible clothing for all segments of society;
- Encourage and support designers, capable people and talented activists in the field of fashion and clothing;
- Transforming the competitive environment into a platform for growth and talent identification based on the requirements of Iranian-Islamic culture;
- Identifying and using the economic and cultural capabilities of the country in order to be self-sufficient in the field of fashion;
- Supporting national production and paving the way for promoting the consumption of domestic goods and sustainable employment;
- Identifying and explaining quality frameworks and standards, promoting the art-industry of fashion and clothing and promoting comprehensive taste;
- Creating grounds for cooperation and laying the groundwork for demonstrating domestic capabilities in the international arena;

# Emphasis and Complementary Trends

## General and pivotal approach

The general approach of the festival "**Iran; Land of Interaction**" and the central approach of this period of the festival in all competitive sections is "**Symbolism in Iranian-Islamic Art**".

## Theme design goals

Art in religious and traditional cultures has always presented its esoteric concepts in the form of symbols. In fact, symbolic expression seeks to create a perceptual context for the transmission of specific concepts. In addition, symbols are a capacity to reflect beauty and a means of expressing concepts absent from the realm of the senses. This period of the festival, due to the continuity of symbols in Iranian-Islamic art, which, while growing and expanding, have always been approved by their contemporaries and focusing on spreading the culture of chaste clothing and the use of symbols and the components of Iranian-Islamic identity, with the aim of creating a healthy competitive environment and discovering new talents and helping to raise the level of fashion and clothing design with regard to the target market and a practical view; will be held.

## Inclusive style (trend style) of the festival

Iran is a land of different ethnic groups with different interests and diverse cultures. Clothing is one of the most important examples of this diversity. From the perspective of researchers in various fields, this variety of clothing is derived from the historical richness that is unique in the world. Regional costumes reflect the art, culture and identity of each region. The designs, colors and arts used in sewing and embroidering the traditional clothes of each region narrate the history and destiny of the people. Iranian folk costumes carry a world of originality and are the manifestation of the beliefs, ideas and culture of a people that not only has not lost its value, but has also been able to attract attention and penetrate the modern fashion world. One of the emphatic and complementary tendencies of the competitive part of the Eleventh Festival (1401) is **"composite designs adapted from the forms and patterns of regional clothes of different ethnic groups in Iran"**.

## The color suggested by the festival

Green is one of the original and popular colors in various works of art and in Iranian culture from the past to the present has a special place among artists and art lovers and is a symbol of nature, paradise, sanctity and piety and has a national identity. **"Iranian green"** or **"Persian green"** is one of the 9 colors that the world knows as Iranian color. This color is a combination of green and gray. Green can be a symbol of a fresh start, and gray can be a symbol of resilience and stability to remind us of a good mood and a sense of calm, and fashion and clothing designers can present their designs in a more integrated way in accordance with the announced color.

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## Specialized classification

In this period of the festival, works submitted to the competitive section, will be received in two specialized categories (**skill-seeking event; ideation in the form of work illustration**) and (**skill event; in the form of produced and executed work**) and in each of the admission stages based will be evaluated and judged on the basis of accurate criteria, and in addition to supporting and appreciating the best works, all accepted works will also be present in the exhibition section.

### 1) Skills Event; Ideation in the form of work illustration

In this section, all young artists, enthusiasts and designers in the field of fashion and clothing design will compete with each other by observing the requirements. Participants in this section, in addition to the age requirements (maximum 35 years old) must also have a relevant education or skill degree. This event is held in order to discover new talents and finding young and emerging designers who are seeking support. Young designers are full of new ideas and therefore they need their ideas to be guided in the right direction with the help of a guide, and this will be possible for them by participating in a skills-seeking event. Skills event with the slogan of "**Supporting young designers; Helping the survival of fashion and clothing design**" and around the main theme of (**ideation and design, talent identification, education and entrepreneurship**) and with the aim of discovering talents, strengthening the spirit of competition and creativity, choosing in an innovative way, paying attention to the need for professional investment on students and young designers and their effective and appropriate communication and connection with industrial centers, guilds and prominent brands in this field and the support of practical ideas, tailored to the needs of society in line with creating a culture of chaste clothing. The presentation sections of the skills search event are:

**1-1) Designing women's costume clothes**

(ideation and illustration of the work in software / manual)

**1-2) Designing men's costume clothes**

(ideation and illustration of the work in software / manual)

**1-3) Designing children's and teenagers' clothes**

(ideation and illustration of the work in software / manual)

**1-4) Chador design and head covering**

(ideation and illustration of the work in software / manual)

**1-5) Textile design**

(ideation and illustration of the work as software / manual)

**1-6) Bag and Shoe design**

(ideation and illustration of the work in software / manual)

**1-7) Designing jewelry and clothing decorations and accessories**

(ideation and illustration of the work in software / manual)

**1-8) Clothing Packaging design**

(ideation and illustration of the work as software / manual)

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## Steps and how to evaluate a skills search event

Those who are interested can register through the festival website. Participants in this section are required to register on the festival website all the professional documentations required such as; upload a certificate of employment or graduation and other related educational documents. Submission of all works in this section will initially be in the form of "work illustration". Each design must be illustrated manually or softly (50\*70) fully colored and with the design of accessories and other items that are completely in a specific format available on the festival website for each part of the competition separately. Participants in each section can submit their works after receiving the mentioned format. In the first stage, the works are judged by the specialized jury of each section, in the secretariat of the festival, and the best designs are selected. In the second stage, the selected people of the first stage (mentees) entered the startup stage (mentoring) by participating in training, supplementary and explanatory sessions, and while categorizing and forming professional groups, by providing expert advice. Under the supervision of the professors of each field (mentors), they modify their plans in the announced time period. In these courses, all selected young designers will have the opportunity to benefit from the necessary and practical training in their field of work so that they can promote their ideas and designs by recognizing the tastes of the community and also familiarize with the market and production. The final judging will be based on the modified works. In the last stage, the works will be evaluated by the jury, selected members of the industry and the people, and after collecting the votes, the selected works will be appreciated at the closing ceremony.

**"It should be mentioned that the selected projects are priced and implemented at the expense of the festival sponsors with the set standards, and the festival exhibition will be held with the exhibition of the final approved works."**

## 2) Skills event; Produced and executed in the form of effect

In this event, enthusiasts, activists and talented people compete in the field of fashion clothing design, whose works have been designed, executed and produced with high quality (no age limit), will compete with each other. This section with the slogan of **"Introducing creative and capable designers; Helping to improve the quality level of fashion and clothing design"** and around the main theme of **(design, advertising, production and supply)** in order to provide a new perspective to the market, create a healthy competitive environment among modulus designers, introduce creative, capable people and top manufacturers, encourage and support of the designers to create and provide designs and patterns with culturally appropriate for the community, to display magnificent works with up-to-date and innovative patterns, and to support practical ideas tailored to the needs of the community along with streamlining the culture of chaste clothing. The presentation sections at the Skilled Event are:



**1-2) Designing women's costume clothes**  
(produced and executed by participants)



**2-2) Designing men's costume clothes**  
(produced and executed by participants)



**3-2) Designing children's and teenagers' clothes**  
(produced and executed by participants)



**4-2) Chador design and head covering**  
(produced and executed by participants)



**5-2) Textile design**  
(produced and executed by participants)



**6-2) Bag and Shoe design**  
(produced and executed by participants)



**7-2) Designing jewelry and clothing decorations and accessories**  
(produced and executed by participants)



**8-2) Clothing Packaging design**  
(produced and executed by participants)

## Steps and how the skill event is evaluated

Those who are interested can register through the festival website. To participate in this event, it is necessary to have the image of all the works **"ideation and illustration of the work as software / manual"** or **"produced and performed by the participants"** in the form of a single work or collection, necessarily in the form of a full-color art and professional photography with a monochrome background; along with the work ID and other details in the format specified on the festival website, to be provided within the announced time period. Prior to the screening, all entries (illustrated and/or executed) will be judged so that the best ones can enter the screening section. The results of the preliminary review and judging will be announced to the applicants by the festival secretariat. In the second stage, participants whose works have been selected in the first stage of judging, if their presentation is in the form of illustration of the work, the accepted works should be prototyped and produced, or the produced work should be completely in accordance with the image they have presented and within the time period announced by the festival secretariat must send their works by mail to the address of the festival secretariat for visual judging. The submitted works will be evaluated in the final stage by the jury, selected members of the guild, industry and the people, and after voting, the selected ones will be introduced and appreciated at the closing ceremony.

**"It should be noted that all selected works in this section will enjoy the material and spiritual support of the festival sponsors and after expertise and pricing based on conventional indicators and standards will be purchased from the participants."**

## Special section

The special section will be dedicated to the design of "**Job Clothes**" in the form of the theme of the festival. Participants in all sections, in addition to submitting works in the main sections, can also participate in this section. Acceptance of works in this section will be in the form of illustration and the selected works will be appreciated separately. In this section, it is appropriate to send works with a comprehensive and practical perspective for different occupations of the society on the festival site.

## On-site design contest

In this section, all professional designers, individually or in groups, and manufacturers and production institutes with brand names can prepare themselves to compete in the on-site design competition section entitled "**Creating and producing creative ideas**" in the form provided; announce and register on the festival website, specify all their professional records and group members as the history of activity and specialization of each person. The selection committee, after reviewing the submitted forms and taking into account the contents of the announcement and the priority of the applicants, will proceed to select the group. The final results of the participants and the conditions of the competition will be notified to the applicants through the festival website.

## General terms and conditions

- Participation in various sections of the event is open to all designers, activists and intellectuals in the field of fashion and clothing.
- The maximum age of applicants to participate in the skills-seeking section is 35 years old and to participate in the skills section without age restrictions.
- The connection of the presented designs with the goals and general theme of the festival is mandatory.
- The number of designs allowed to submit in each of the competitive sections is a maximum of 5 works.
- Participants can participate in all competitive sections at the same time according to the expertise and scope of their professional activity and send the work.
- Designs must be original and presented for the first time at this official event. Plagiarism of any work will remove the work from the competition and will be subject to other suspensions and compensation for possible damages.
- Throughout the festival, participants are required to adhere to the specified schedule.
- Failure to attend the meetings means that the applicant is unwilling to continue attending the festival.
- Scheduling of programs and any changes is at the discretion of the Secretariat and, after entering and registering in the Secretariat, no work will be returned until the end of the event

- Each submitted project in the skill event must be placed and classified separately in the format similar to which is presented by the festival for each section and descriptions related to the projects must also be completed in the designated sections but for those in Skill event as a design in the form of work illustration, there is no need to classification.
- How to submit documents and send samples made or produced will be based on the original size.
- Sending the works and participating in the competition means the acceptance of the competition regulations by the participants and the participant must be subject to all the rules that are approved while doing the work and attending the event section of the festival.
- The material and intellectual property of the selected designs and samples will belong to the festival secretariat and the festival secretariat is allowed to use the works presented in various exhibitions and items such as posters, books, multimedia, collections of works, journals, cyberspace and other promotional and media items based on the terms mentioned in the call.
- Special prizes will be awarded to the best executed projects of the event.
- For information on the details of the judging criteria and awards, refer to the relevant section on the festival website.
- Any communication or information is valid only through the official communication channels mentioned in the festival invitation.

**"It should be noted that in addition to this call, all sections have their own specialized call, which is available through the festival website.**