



## TIPS

Look at your creation from all angles. The audience will have a 360-degree view and will be sitting lower than the runway. So pay attention to how your piece looks from below.

All visible apparel should be intentional and pertain to the piece being presented. For example, street clothes are not enough to set off a beautifully crafted paper-mache hat. Please call us if you have questions about a particular entry.

Consider how your piece will "read" from across a large room. Fine detail may be lost at a distance.

Because of the limited space backstage, we recommend that you check with us in advance if your piece is larger than a standard doorframe. We only have space for a limited number of larger pieces.

In selecting your music, consider how the model will be able to move in the piece, how movement can enhance the piece, and what music suites the mood of the piece — that is usually more important than the lyrics of the music. Continuity of music is important in the staging of the show, and the final decisions about music selections will be made by the VAA Wearable Art Committee.

The Valley Arts Alliance wants to make this Wearable Art Show a well-loved tradition. We bring all the creations together, using the theme, music, staging, and narration, to present the audience with an exquisite evening of art and entertainment. While we do not wish to discourage provocative, challenging, or mature-in-nature art, the Valley Arts Alliance must consider the audience enjoyment of the entire event, and therefore must reserve the right to exclude entries that are inappropriate for this event.

## QUESTIONS?

Is this the first time you've created a Wearable Art piece, and you're not sure where to begin?

Or maybe you've done this before, but you'd like someone to critique your piece so that you can make some adjustments before the performance?

Or perhaps you are concerned about the presentation of your piece...

Part of the mission of the Valley Arts Alliance is to assist artists in the preparation and development of their Wearable Art creations. To fulfill this mission, we are offering artists and/or models free consultations with our experts, who will be happy to advise you about presentation and choreography. Or view scenes from previous Wearable Art events on our website [www.valleyartsalliance.com/archives](http://www.valleyartsalliance.com/archives).

So if you have questions about anything, or if you would like to schedule one of our experts for a consultation, please contact Carmen Summerfield—email [carmen@valleyartsalliance.com](mailto:carmen@valleyartsalliance.com) or phone 746-2370.



AND NOW...

# VALLEY VOGUE!

THE 6<sup>TH</sup>  
ANNUAL

# WEARABLE ART & RUNWAY FASHION SHOW

SATURDAY  
FEB 18, 2012

2 SHOWS—  
3:00 PM  
7:00 PM

THE PALMER DEPOT

TICKETS \$15

FIRESIDE BOOKS & NON-ESSENTIALS IN PALMER  
TOWN SQUARE ART GALLERY IN WASILLA  
AND AT THE DOOR

valley  
ARTS  
alliance

# VALLEY VOGUE!

## THE 6<sup>TH</sup> ANNUAL VAA WEARABLE ART & RUNWAY FASHION SHOW

SATURDAY FEB 18, 2012, 3PM & 7PM, THE PALMER DEPOT

### AN INVITATION TO ARTISTS

This year's theme—Valley Vogue!—is used for staging the show, and we encourage you to submit creations inspired by this theme. Your work will be exhibited in performance, and we urge you to think about the presentation of your piece: movement, theatricality, etc.

Due to the overwhelming success of this event, we will present two performances on Saturday, Feb. 18—a matinee at 3:00pm and an evening performance at 7:00pm. Artists and models must participate in both performances. Ticket price is \$15 per person for each performance. FOR THE MATINEE ONLY, children 12 years old and under will be admitted free when accompanied by an adult.

### CRITERIA AND GUIDELINES

The entry fee is \$25 for each entry, and this fee includes admission for both the artist and the model. Limit two entries per artist.

Artists must provide a model (or be their own model) to display their work on the runway. Models will be photographed during this event and all artists and models must sign the Release on the 2012 Entry Form.

Artists must provide music, either a CD or an MP3 file, which contains an appropriate piece of music (at least 2 minutes long) to be played when their model walks the runway.

Children are welcome to participate in the show, but they must be mature enough to be backstage without a parent or guardian. There will NOT be adult supervision.

### DEADLINES

The completed application, consisting of the 2012 Entry Form, \$25 entry fee, and music CD or MP3 file, must be received by Friday, February 10, 2012. Music must be received with your application, as we will be compiling all music onto one CD for the show.

The completed application can be mailed to the Valley Arts Alliance, Post Office Box 2369, Palmer, Alaska.

**Due to the overwhelming success of this event, we must limit entries to the first 25, so we urge you to submit your completed application early.**

**Dress Rehearsal attendance is required! Both the Artists and the Models MUST ATTEND the dress rehearsal at 12:00pm Noon on Saturday, February 18, 2012, at the Palmer Depot.**



www.ValleyArtsAlliance.com

## 2012 ENTRY FORM

Please complete a separate Entry Form for each entry.

Title of Work: \_\_\_\_\_

Complete Description: \_\_\_\_\_

Materials: \_\_\_\_\_

### Release

In consideration of participation in the 2012 Valley Arts Alliance Wearable Art and Runway Fashion Show, and/or other valuable consideration herein acknowledged as received, I hereby grant to Valley Arts Alliance, photographer Robert Eric Summerfield, and their legal representatives and assigns, the irrevocable and unrestricted right to use and publish, in any manner and in any and all media, photographs of me and/or a minor and/or my property, for any purpose whatsoever, including advertising, editorial, or trade; to alter the same without restriction; and to copyright the same.

I hereby waive any right that I may have to inspect or approve the finished photographs and the use to which they may be applied.

I hereby release Valley Arts Alliance, photographer Robert Eric Summerfield, and their legal representatives and assigns from all claims and liability relating to said photographs.

I am a legally competent adult and have the right to contract in my own name. If I am signing on behalf of any minor, I certify that I am the parent or legally appointed guardian of the minor and have the right to contract for the minor in the above regard. This release shall be binding upon me (and the minor) and my (our) heirs, legal representatives, and assigns.

Artist Name: \_\_\_\_\_

Artist Phone: \_\_\_\_\_ Artist Email: \_\_\_\_\_

Model Name: \_\_\_\_\_

Minor Model's Name: \_\_\_\_\_

Model's Phone: \_\_\_\_\_ Model's Email: \_\_\_\_\_

**Artist's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Model's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
**If Model is under 18, Parent or Guardian must sign above.**

- Please include the \$25 entry fee with this Entry Form.
- Please include music CD or MP3 file with this Entry Form, and label with your name and the name of the song you wish played. Or email an MP3 file of the song to "carmen@valleyartsalliance.com"
- We will be writing a short narrative of this work to be read while the model is on the runway. If you would like to help write this narrative, please attach your version to this Entry Form.
- If there are any special technical requests/requirements for staging this entry, please attach list of requirements to this Entry Form.