



Contest Announcement

Background and objectives

The European Wool Awards (EWA) is a biennial contest aimed at stimulating the creativity of young European students working in the world of wool.

The objective is to promote the culture of Australian wool and its connotations by involving a new generation of creative minds and opinion makers.

EWA is promoted by Australian Wool Innovation (AWI) and Interlaine (the European Committee for the Wool Industry), with the support of the European Union.



Categories

Fashion & Design Area

Students must present a technical or stylistic project in wool, with a focus on innovation and practical industrial application.

The work must be focused on Australian wool as a material and relevant design.

Every project proposal must be supported by text that explains and encourages the idea, along with a CD-Rom that contains illustrations and text.

The design area can range from textiles and clothing to interior decoration.

Text must be in English.

Concept, Innovation and Extension Area

Students must present a communication project, graphic or conceptual, with Australian wool as the prevailing element.

The values and expression of wool must be clearly communicated.

Every project must be mounted on A3 black cardboard and accompanied by text that explains and encourages the basic idea, along with a CD-Rom that contains illustrations and text.

Text must be in English.

Criteria for judging

Projects will be evaluated on the basis of

1. innovative content
2. practicality of execution and application
3. quality of research.

Judging

National level

Panels are being created for each of the two categories (Fashion & Design; Concept, Innovation and Extension) in each country participating in the competition.

These panels will select the most promising projects from their respective countries. Panel members will consist of specialists in marketing and product management in the wool industry.

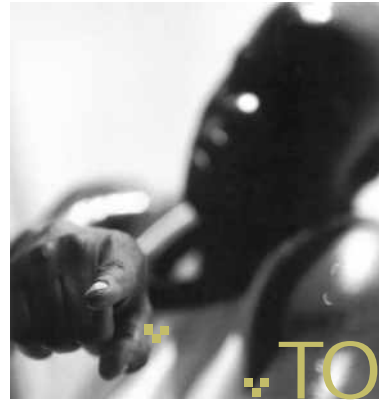
The selected projects will be sent to Città degli Studi di Biella, Italy, which will handle logistics for the final judging.

International level

Final judging will be made by an international jury composed of three prominent figures drawn from the world of design, fashion and advertising.

They will evaluate the projects selected by the national panels and assign final rankings.

The jury will be headed by the president of Interlaine.



TO APPLY



How to participate

Participation in the European Wool Awards is free. Simply fill out and return the enrollment form no later than **November 20th, 2002** (see the instructions on the form).

The enrollment form must be completed by the individual student.

In the case of teams, the project leader must complete the form, indicating the names of all participating students.

Projects must be returned no later than January 31th, 2003, to:

**Città degli Studi
Corso Pella 2,
13900 Biella
Italy.**

Further information, contacts and forms are available at www.europeanwoolawards.org.

Projects received will not be returned and will become the property of I.W.A.S. (International Wool Awards Services), who will also retain copyrights to facilitate the organizing of exhibits and editorial initiatives.



THE PRIZES



Prizes

European Wool Awards will give three awards in each of the two categories.

Prizes will be given to both the student and his/her academic institution.

If a team consisting of several students wins an award, the project leader of the team will represent the group.

* First prize

- 20.000 Euros
- 15.000 Euros to the student or team of students
- 5.000 Euros to the institution

* Second prize

- 10.000 Euros
- 7.500 Euros to the student or team of students
- 2.500 Euros to the institution

* Third prize

- 5.000 Euros
- 3.500 Euros to the student or team of students
- 1.500 Euros to the institution

In addition, every winning institution will receive an international certificate of excellence.

Winning students will be invited to participate in the following internships:

- . two students at companies associated with Interlaine;
- . two students at Australian Wool Innovation;
- . two students at The Woolmark Company.

Awards ceremony

The awards ceremony will be held on June 2003, at a prestigious location in Paris.

The winners will receive their awards from an honorary committee composed of well-known personalities from the world of industry, fashion, design, advertising, journalism, and entertainment.

This committee will be headed by the president of Australian Wool Innovation.

During the ceremony three European Wool Awards for Career Excellence will be given to three personalities who have distinguished themselves in research, design, production or distribution in the world of wool.



Enrollment Form

(please type out this form in every part or participation will be denied)

FAMILY NAME	NAME	
ADDRESS	CITY	
POST CODE	COUNTRY	
PHONE NUMBER	MOBILE TEL.	
FAX NUMBER	EMAIL ADDRESS	
DATE OF BIRTH	PLACE OF BIRTH	
SCHOOL ATTENDED		
EDUCATIONAL QUALIFICATION		
NATIONALITY		
PASSPORT N°	issued in	expiring date
SOCIAL SECURITY NUMBER		
LANGUAGES SPOKEN		
OTHER STUDENTS INVOLVED IN THE PROJECT		

- THE AREAS**
- FASHION AND DESIGN
 - CONCEPT, INNOVATION & EXTENSION

SIGNATURE _____ ENCLOSE CURRICULUM _____

REMEMBER TO ENCLOSE A COPY OF EWA REGULATION WITH YOUR SIGNATURE IN ORIGINAL

Please note that your signature on the enrollment for implies your full acceptance of the contest rules.

Please also note that, in accordance with Italian law n. 675/96 concerning the treatment of personal data, the undersigned must be aware that apart from the specific use that will be made in the context of EWA competition his/her personal data may be employed for other purposes, such as the sending of informative material on commercial activities or for statistical research.

**Please return by fax or mail this completed form by
NOVEMBER 20th 2002 to Mr. Lorenzo Sala - Sistema Moda Italia - 223, viale Sarca, 20126 Milano Italy
fax +39 02 66103667**