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FASHION ART DESIGN
FESTIVAL VANCOUVER CANADA

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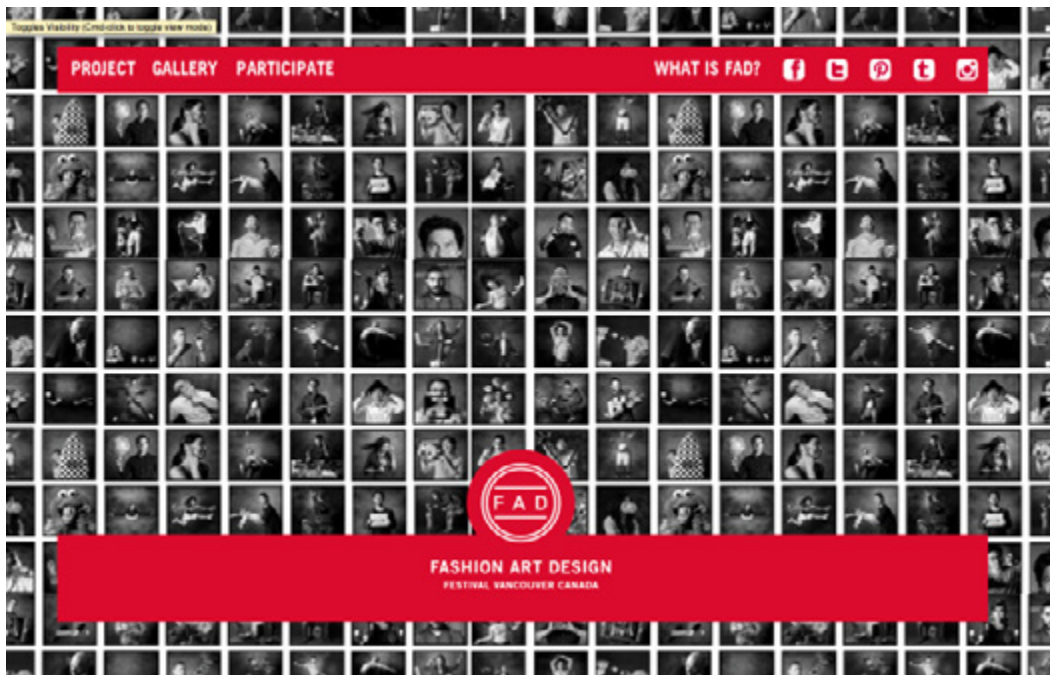


LOCATION



FAD society will rent or purchase a Dome to act as the central hub during the FAD Festival. Over the course of 4 days, inside the dome we are going to have fashion shows, live music, art exhibit, etc.

The dome will be located in Downtown Vancouver, with the support from the City of Vancouver. It will act as the central location for the FAD Festival. The public can attend the events taking place inside the dome each day, or simply find out from our staff what other events are taking place in various venues throughout the city, as part of the FAD Festival.



FAD WALL

ART INITIATIVE



FAD Wall is an art project that brings people together. Community is the theme of our event and with this interactive application we will give people the opportunity to express themselves and stand out from the crowd.

Fashion, Art and Design lovers from around the world will contribute to our always growing collage of creativity. We want everyone to be a part of our wall.

Our website will allow users to participate by completing a form. Once their image is uploaded and approved by our staff it will be automatically added to the photographic mosaic. Photographs will be in random order in the background of the website and allow users to view and share their or other people's profiles.



AMNESTY INTERNATIONAL FASHION PROJECT FOR CHARITY



The idea was to create a charity event for the client that combined fashion and design. We wanted to involve as many people as possible in order to spread the message on Amnesty International's goals – all this, through a fun and creative process. I suggested the sale of three limited edition T-shirts, to be designed by graphic design students under the overall theme of “Human Rights.”

We would then organize a launching party to create publicity for the project, as well as inform the nation-wide media outlets on the concept. All profits from sales would be donated to Amnesty International.



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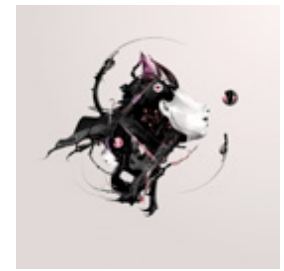
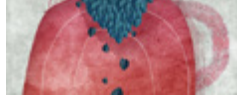
CREATIVE MORNINGS

Creative Mornings is a monthly breakfast lecture series for creative types started by Tina Roth Eiesenberg (swiss-miss.com) in NYC and is now in over 20 cities around the world. The Vancouver chapter of CreativeMornings, is run by Mark Busse (@MarkBusse) and his dedicated team of volunteers.

Creative Mornings is powered by a troupe of über talented folks. Each and every month, hosts, videographers, photographers, and helpers come together, in their respective cities, to make our events happen.

Each event is free of charge, and includes a 20-minute talk, followed by a group discussion and Q&A. The gathering begins at 8:30am with the topic presentation starting at 9:00am and everyone taking off for work by 10am.

FAD society will like to be part of the Creative Mornings lecture series and host one of the sessions.



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DEPTHCORE DIGITAL ART EXHIBIT

Depthcore is an international art collective focused on modern digital art, incorporating illustration, photography, animation and audio. It pushes the boundaries of fine digital art to illustrate and orchestrate the thoughts, hopes and dreams of all corners of the globe. Every three to four months Depthcore puts forth a collection of digital media and modern artwork contributed by their members in what are colloquially referred to as "Chapters". Chapters contain anywhere from 50 to 150 selected works from various mediums, including illustration, photography, music, animations, and collaborative works. The releases are themed, and require each member to contribute their own interpretation of a central idea or concept. The themes are only as binding as the members imagination allows them to be, and artists are free to project any construction of the subject they desire. FAD would like to host Depthcore and bring them here to Vancouver. Art seeks and activates participation, new developments and stronger connections; it is an essential element in a creative city such as Vancouver. We want to bring this opportunity to our community, letting society explore these new levels of art.




NOT FIT FOR PRINT

FASHION PHOTOGRAPHY EXHIBIT

Photographer exhibits are another component that we want to pursue at FAD Society. By placing an emphasis on fashion photography, and potentially encompassing all of the exhibits under a single theme we want to showcase talent through photographs. A few photographers that have caught our interest include Juco Photo, Evaan Kheraj, Greg Swales and Martina + Reem.





MA WANG

FASHION SHOWS



Influenced by culture and social independence fashion design has created a diverse society over time and place. It exercises the art of design, aesthetics and natural beauty to clothing and accessories, letting people display their own independence and self-creativity within society. Diversity in Vancouver is what makes our society special and unique, with its different styles and cultures colliding to create its own fashion scene. Here at FAD we want to bring Canadian designers such as Chloe Angus and Alison Wonderland (add other designers here) into our fashion event. Fashion has always been a means of expression, like any art form, fashion will always be there as a platform not only for ones aesthetic preferences but also for ones beliefs and ideas. For this event designers will be able to display Vancouver's beliefs, expressions and ideas on to our runway. Showing what Vancouver's style is, and connecting all fashionistos, fashionistas and creative minds together. Our ambition is to help expose hidden talent while contributing and connecting our ever-growing industry. FAD wants to help expose Vancouver's fashion scene.



FILM SCREENINGS

One aspect of the festival FAD plans to incorporate is the art of cinema through movie & film screening. We plan to captivate cinema fans and audiences with the most intriguing and creative independent films, motion pictures, and documentaries. We want to showcase the best and most influential people from the art, fashion and design industries.

Along the lines of these films, FAD is interested to showcase Resonance The Film, which is a collaborative project with over 30 independent visual and audio designers/studios exploring the relationship between geometry and audio in unique ways. For influential people, we look towards Bill Cunningham, fashion photographer for the New York Times, well known for his candid and street photography. His documentary explores a different side to fashion photography. Taking inspiration from such documentaries as The September Issue and Valentino The Last Emperor, which exposes behind the scene extravagance of the fashion industry, we would like to showcase local and national designers and artist in a documentary featuring their creative talent. With movies and films being an integral part of BC's economy, we believe it is ideal to incorporate film screening as a part of FAD festival.

ILLUSTRATION

GROUP SHOW



INSTAPRINT

Instagram has brought the nostalgia of old Polaroid prints back to modern day, but deep down we all still miss the uniqueness of those square little photos you'd hold comfortably in your hand. So, we made Instaprint.

Each Instaprint box is set with its location or a specific hashtag. Any Instagram tagged with that location or hashtag will pop out of the Instaprint box, giving you a modern day photo booth.

To stay true to the old days, Instaprint uses a new inkless printing. Similar to how instant film once worked, the color for the prints comes from the paper itself. No ink necessary.





JON BURGERMAN

SOLO ART EXHIBIT



UK artist Jon Burgerman has built a strong reputation through his unique and colorful doodle-artworks of swooping, intertwining lines and hyper-emotional characters. His work is hand-drawn characters, often linked together in one seemingly connected line. Working across a variety of media, his art retains a hand-made, hand-drawn quality. His influences range from art shows to computer games, Saturday morning cartoons, to candy wrappers and root vegetables. A sense of self-deprecation, dry humor and modern-day anxiety imbues

his work along with a humble enthusiasm for salads. Jon Burgerman has exhibited internationally since 2001 with works in the permanent collections of the Victoria and Albert Museum and the Science Museum in London. He regularly gives lectures at British universities and has presented his work at the prestigious Pictoplasma character design conference (Berlin, 2006). He has also been published through a number of books such as Hello Doodle and Pens are My Friends. He received a D&AD silver award nomination for his

work for Levi's and has worked on many commercial projects. None of these companies need further free promotion but do include: Apple, the BBC, Sony, PlayStation, Kidrobot, MTV, Pepsi, Coca-Cola, Gortex, Nike, Nookart, Snickers, Miss Sixty, and Rip Curl. He also designed a special sick bag for Virgin Atlantic flights. We love the idea to have Jon paint a wall with his black and white pattern, then have colorful markers available to the guests/community to color in the graphic. This would be great for our community theme.



LAUNCHING A NEW BOTTLE OF WATER



FAD Society is delighted to collaborate with Talenhouse to launch a unique design competition that will result in a one of a kind FAD bottle.

Talenhouse has an exceptional reach into the artist community. This program will undoubtedly deliver dynamic designs that will infuse new life into FAD Society. We are happy and excited to be working with Talenhouse on this innovative platform.

The FAD society will seek a partnership with Lululemon to sell the bottle in all their stores. Part of the net proceeds will be donated to a local charity.

3D MAPPING PROJECTIONS

3D projection mapping has recently emerged as one of the coolest forms of advertising, with big companies like Nokia, Samsung and BMW projecting beautiful 3D video displays on buildings around the world and sharing their campaigns on the web.

This relatively new technique made people around the world incredibly creative and they started to illuminate buildings, architectural elements, 3d elements, statues or sometimes amazing projects used in advertising as those for the Pepsi Can or for running shoes. With added sound effects and music, the result is a remarkable and immersive experience.

FAD Vancouver will be collaboration with a video artist that will be able to create a 3D Projection for Vancouver Art Gallery building or The Bay building and create cool 3D effects making the building look as though is crumbling, changing its structure and more. With Projection mapping you get a great live event followed by a compelling video and PR opportunities.

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MODERN FINE ARTS

GROUP EXHIBIT Ⓐ

Fine Arts was created mainly for aesthetic purposes (appreciated the nature of beauty and its meaningfulness). There are many forms that represents fine arts both visually and performing - such as paintings, sculptures calligraphy, music, dance, film etc.

We would like to have an exhibition to showcase different local and world-renowned artists with a common theme of nature's beauty.

A few of the artists we would love to feature-Guim Tio, Sylvia Ji, Conrad Roset, Charmaine Olivia and many others.

RETHINK

Rethink Communications is an advertising agency founded in Vancouver in 1999 and later expanded to Toronto. They have worked with major clients such as Bell Canada, Science World, and Molson Coors. Rethink specializes in strategy, creativity and production for all communications mediums, including digital, design, outdoor, point-of-sale, print, radio, television, and social media. Rethink has earned outstanding recognition in the advertising industry. Rethink is unique from other agencies because of their ability to find a harmonious balance between science and art. They believe that turning a concrete strategy into a compelling form communication is an art that requires highly tuned intuition and a true understanding of human nature.

Rethink Communications strongly believes in the strength of a focused message, and know that people find it easier to absorb a single message rather than struggle to juggle and understand various messages. By working with Rethink, FAD wants to create a video as a main means of communication. Through this collaboration, FAD will seamlessly communicate to the public the importance of fostering a supportive and integrated community for the creative industries-through the avenues of fashion, art, and design.

STREET ART LIVE PAINTING EXHIBIT

For this particular idea we want to acknowledge and recognize talented graffiti artist that throughout their work they have showed us the beauty of public art.

Graffiti artists not only work in the streets and murals. They have found ways to incorporate and apply their skills, and associate with different companies to create and inspire our community.

We want to be able to provide an open space for these artists during the festival. A space where they can portrait their art work, and share that creativity with the public. Our team is working in finding amazing artist to bring them aboard during the festival. Some of these artists are:

- Ben Tour
- Nelson Garcia “Dedos”
- Indigo
- Ensoe
- Scott Sueme

The main idea is to provide these artists with a space where they can do live painting during the event, as well as presenting their artwork at a gallery exhibit. We want to work in collaboration with different art galleries around the city like Ayden gallery, catalog gallery and others. It will be a great opportunity for every person involved to appreciate other forms of art and support the artistic culture carried in Vancouver.

WINDOW DISPLAY

Vancouver is one of the most ethnically and linguistically diverse cities in Canada. This can be seen anywhere a Vancouverite walks. Window displays play a huge role in exposing and shaping the Vancouver lifestyle. From independent boutiques to department stores, Vancouver's personality is exhibited throughout our streets. These window displays give people creative ideas from how to wear new fashion trends to decorating their home. We would like the fashion boutiques around our city to be apart of FAD. These window displays are all created by Vancouverites and we want to bring them together. We would have a picture of the window display on our website along with the merchandiser with a short interview about the display. This would all be incorporated into The Wall. We would also have a contest to see which Vancouver store can best style our FAD T-shirt in their window display while incorporating their Vancouver lifestyle.



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