Culture X AI 2024-2025: Culture and Future Mode
Call for International Young Fashion Talent

With the support from our lead sponsor, Cultural and Creative Industries Development Agency (CCIDA) of the Government of the Hong Kong Special Administrative Region, Laboratory for Artificial Intelligence in Design (AiDLab) is proud to present **Culture X AI 2024-2025: Call for International Young Fashion Talent.** AiDLab is the region's first research platform that focuses on the integration of Artificial Intelligence (AI) with design. It was jointly established by The Hong Kong Polytechnic University (PolyU) and the Royal College of Art (RCA) in the UK.

Culture X AI 2024-2025: Culture and Future Mode is now calling for international young fashion talent to join us on our innovation exploration with **Artificial Intelligence-based interactive Design Assistant for Fashion** (AiDA). The AiDA development team will mentor **10 selected international young fashion talent**, sharing the know-how of AiDA and guide the young talent through their creative journey.

Each selected young fashion talent will create a 4-outfit collection with a theme "*Culture*" using AiDA with full technical support from our team and a chance showcasing their collections next March in the Hong Kong Palace Museum. They will be entitled for a production cost subsidy and return trip tickets* from Hong Kong to attend the final showcase in-person.

*Only applicable to international/ mainland applicants

Eligibility

The *Call for International Young Fashion Talent* <u>only accepts applications from individuals</u>. Applicants must be current students or graduates of tertiary education[1] institute majoring in fashion design or design within the last 5 academic years[2] at the time of application.

1. Tertiary education refers to **diploma, undergraduate, postgraduate or research programme**.
2. Graduated from academic years **2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023**.

Selected Young Fashion Talent Receives:

1. A chance to show your collection in the *Culture X AI International Fashion Show* at the Hong Kong Palace Museum
2. Production subsidy up to <u>HK $40,000</u> for a 4-outfit fashion collection
3. Mentorship programme with AiDA development team
4. Free access to AiDA system with full technical supports from the development team within the programme period
5. **1 economy class return-trip ticket** to Hong Kong with **3-night accommodation** (for selected International and Mainland Young Fashion Talent only, details to be announced)

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AiDLab
Laboratory for
Artificial Intelligence in Design
人工智能設計研究所

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

Royal College of Art
Postgraduate Art & Design

CCIDAHK

中華人民共和國香港特別行政區
Hong Kong Special Administrative Region
of the People's Republic of China

政府資助 計劃
Government-funded programme

<u>Submission Requirements and Deadline</u>

The application and the supporting documents should be submitted online via <u>the application system</u>:

1. Education Credentials
    a) A **scanned copy** of education credentials shall be uploaded to the registration system to prove the eligibility of the applicant.
    b) The file should be uploaded as a **.jpg/ .jpeg** or **.pdf** and the file size should not exceed **10MB**.

2. Portfolio w/ Design Statement
    a) A **portfolio** showing 4 previous fashion design works of the applicant accompanied by the following items,
        i.   Mood board
        ii.   Colour board
        iii. Material board
        iv.   Fashion development sketches
        v.   Illustrations with production drawings
    b) A **design statement** with a maximum of 300 words should also be submitted along with the portfolio to elaborate the creative ethos and collection concept.
    c) The portfolio should be uploaded as a .pdf with a maximum of **20 pages**. The file size should not exceed **30MB**.
    d) The portfolio should be named "First Name_LASTNAME_portfolio.pdf" (e.g. Peter_CHAN_portfolio.pdf).

3. Applications with incomplete information will **NOT** be considered.
4. **NO late submissions** will be accepted under any circumstances. All applications should be submitted **on or before 7 September 2024 (Saturday) by 11:59PM (HKT/ GMT+8)/ 11:59AM (EST time)/ 4:59PM (BST time).**

5. Should there be any inconsistency or ambiguity between the English and Chinese version of any Terms of the Project, the English version shall prevail. AiDLab reserves the sole right to update or amend the Guideline as necessary.

Judging Panel (sorted by last name in alphabetical order)

- Ms. Janet Cheung
  Project Director of *Hong Kong Fashion Designers Association (HKFDA)*

- Mr. Jacky Lam
  Associate Creative Director of *I.T*

- Mr. Jae Hyuk Lim
  Creative Director of *BESFXXK*

- Mr. Mountain Yam
  Founder and Designer of *112 mountainyam*

Judging Criteria

Selection Criteria	Weighting	Focus
Creativity and originality	50%	To assess the applicant's approach for concept development and the ability to think creatively and demonstrate originality in their design.
Innovative use of materials and colours	30%	To assess the applicant's creative abilities and approaches to utilize different materials and colour scheme.
Overall presentation of portfolio	20%	The applicants should be able to present adequate knowledge and skill for fashion design in their portfolio.

Important Dates**

Schedule	Dates
Submission deadline	7 September 2024
Announcement of result	8 October 2024
Online briefing session for selected young talent	Mid-October 2024
AiDA Mentorship	Mid-October 2024 to March 2025
Fashion collections drafts and review	Early November 2024
Confirmation of ideas and commencement of collection production	Late-November 2024 to Early February 2024
All outfits submitted to AiDLab	Early February 2025
Culture x AI International Fashion Show in the Hong Kong Palace Museum	11 March 2025

**The schedule may subject to change without prior notice

Enquiries

Culture X AI Team

culturexai@aidlab.hk

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