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HASTINGS CITY  
BUSINESS ASSOCIATION



## ENTRANT INFORMATION PACK



HASTINGS  
HEART OF HAWKE'S BAY

M>PHOSIS  
hair stylists

Adam & Eve's

Bake Stuff

Wattie's

ZM 95.9  
Today's Hit Music

BAY ESPRESSO



- Date:** Saturday 31<sup>st</sup> March 2012
- Venue:** Hawke's Bay Opera House Theatre, Hastings St, Hastings
- Theme:** "Out of This World"
- Entry cost:** Free
- Entries close:** Friday 23<sup>rd</sup> March 2012
- Registration:** **You must register** on Friday 30<sup>th</sup> March between 3.30 and 6.00 pm at the Hawke's Bay Opera House. However if you are entering through your school, registration can be done via your teacher via email or phone. You will **not** need to bring your costume for registration. Please note that you will be unable to register on the day of the competition.
- Show times:** All participants in the Morning Show - please report at 9am and for the Afternoon Show at 1pm - in order to collect your number and be shown to the area where you will dress and assemble for your category. The pre-judging inspection will start half an hour before each show. Please note you will be allowed one support person backstage with you only.
- Categories:** You must be within the age group of the category on the 31<sup>st</sup> March 2012.

<b>Morning Show Time 10am</b>		
<b>CATEGORY</b>	<b>AGE GROUP</b>	<b>PRIZES</b>
Heinz Wattie's <b>Junior Designer</b>	5-10 year age group	First Place: \$200 First Runner Up: \$100 Second Runner Up: \$50

Adam and Eva's Foodstore and Cafe <b>Intermediate Designer</b>	11-13 year age group	First Place: \$300 First Runner Up: \$150 Second Runner Up: \$75
<b>Afternoon Show Time 2pm</b>		
M>Phosis Hair Studio Hot Hair Club <b>Senior Designer</b>	14-17 year age group	First Place: \$700 First Runner Up: \$400 Second Runner Up: \$250
Cake Stuff <b>Adult Designer</b>	Adults and Business House group	First Place: \$800 First Runner Up: \$600 Second Runner Up: \$300
<b>Evening Extravaganza 7pm</b>		
Bay Espresso <b>Best Use of HB grown or manufactured food or packaging.</b>	Open	\$1000.00
Hastings PAK'nSAVE <b>Designer of the Year</b>	The top three finalists in each category will be eligible for the Designer of the Year Award judged at the Evening Extravaganza	First Place: \$1200 Runner Up: \$600

## YOUR EDIBLE FASHION AWARDS CREATION

So get your creative juices flowing and start developing your fun, exciting and innovative garment. There are however just a few rules that you need to follow:

- It must be designed to clearly reflect the **'Out of This World'** theme
- It must be made from edible items, imitation food items or food packaging (new or recycled). For example, garments may be made out of real pop corn, plastic corn, plastic or paper packaging from pop corn. Edible, imitation and packaging materials are acceptable for a garment design separately or in combination
- Garments must not exceed 2.5m in height or 1.5m in width due to the stage area
- Please keep the use of marshmallows to a minimum

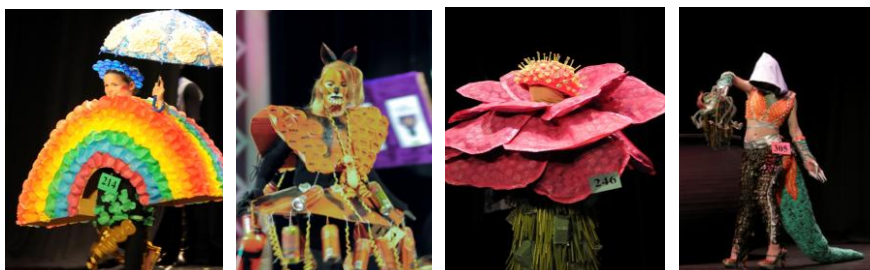
## WHAT THE JUDGES WILL BE LOOKING FOR

- An original, creative, fun design that reflects the theme and uses your imagination
- First Impressions – does the garment grab the attention when first viewed
- Visual impact – choice of colours and overall look of the garment
- Utilisation of resources – the use of edible items, imitation food materials or recycled food packaging
- Standard of workmanship
- Completeness of look - A complete outfit for example a skirt and top will be more impressive than just a top
- Inspiration – what is the story behind the inspiration of your garment? This will be explained through your 25 word description
- The Bay Espresso Award will be awarded to the design which demonstrates the best use of Hawke's Bay grown or manufactured food or packaging in the design. The Judges will take into consideration the amount of locally produced food or packaging, from Hawkes Bay Businesses, used and the degree of creativity with that local product. Entrants must provide verification of the products

being produced in Hawke's Bay and describe on the entry form in the space provided how they have incorporated these products into their design.

## PLEASE NOTE

- Adequate help from an adult is appropriate, however if any more than half of the work is completed by an adult, you will need to enter the garment in the Adult category. We are relying on your honesty and judgement to keep this a fair competition for all
- You do not have to model your own outfit
- The judges' decision is final
- The top **six** Finalists in each category will go through to the Evening Extravaganza where they will feature as part of the Evening Show. The Winner and two runners up will be announced during the evening and the top three Finalists of each category will then be judged for the Designer of the Year Award.
- If you are announced in the top six of your category then you must be available to appear in the Evening Extravaganza.





## NEW CHANGES TO THE AWARDS FOR 2012

It is really exciting to announce for the very first time that we have a new Award for 2012. It is the **Bay Espresso Award** which will be awarded to the design which demonstrates the best use of Hawke's Bay grown or manufactured food or packaging in the design. The Judges will take into consideration the **amount** of locally produced food or packaging used and the **degree of creativity** with that local product. Entrants must provide verification of the products being produced in Hawke's Bay and describe on the entry form in the space provided how they have incorporated these products into their design. There is a **\$1000** prize for the winner of this Award, so this is an exciting new award!

The second change is that in the Day Shows for your category, the top **six** finalists will be announced. This is exciting for you, as all six finalists of the four categories will be part of the Evening Extravaganza – and the winner and two runners up will be announced during the Evening show. The Bay Espresso Award which recognizes the Best Use of Hawkes Bay Grown or Manufactured Food or Packaging Award and of course the Designer of the Year will then be selected and announced as well. This is going to mean 24 Finalists will become part of our Evening Extravaganza which is very exciting!



## TICKET PRICES

We are keeping our ticket prizes the same as last year

- Entry to the Day Shows:

\$5.00 per adult

\$2.50 per child

Entrants and designers will have free entry

Tickets purchased at the door

- Evening Extravaganza:

\$20.00 per adult

\$10.00 per child (12 and under)

\$15.00 for students and 65+ with ID

\$50.00 for family ticket (2 adults and 2 children under 12)

Tickets will go on sale in early January and may be purchased through

- Ticketek: [www.ticketek.co.nz](http://www.ticketek.co.nz) Ph: 0800 TICKETEK
- The Hawke's Bay Opera House: [www.hawkesbayoperahouse.co.nz](http://www.hawkesbayoperahouse.co.nz)  
P: 871 5280
- **Please note Service Fees apply**

**NB:** Each of the 24 finalists will receive **one** complimentary ticket to the evening show.

## FOR MORE INFORMATION

- W: [www.hastingscity.co.nz](http://www.hastingscity.co.nz)
- E: [andrea@hastingscity.co.nz](mailto:andrea@hastingscity.co.nz)
- P: 06 876 9093
- Or join us on our Facebook page (Hastings PAK'nSAVE Edible Fashion Awards)



## Official Entry Form (2 pages)

Please complete **both** pages of this form and send it back to us **as soon as possible - no later than 5pm Friday 23<sup>rd</sup> March 2012.**

Email: [events@hastingscity.co.nz](mailto:events@hastingscity.co.nz)  
Fax: (06) 876 9057  
Post: Hastings PAK'nSAVE Edible Fashion Awards  
Hastings City Business Association  
P O Box 420  
Hastings

<b>Designer Name/s:</b>	<b>Home Phone:</b>
	<b>Mobile Phone:</b>
<b>Address:</b>	
<b>Email:</b>	
<b>School:</b>	
<b>Please circle the category you wish to enter:</b>	
1. Heinz Wattie's Junior Designer (5-10 years)	
2. Adam & Eva's Foodstore & Café Intermediate Designer (11-13 years)	
3. M>Phosis Hair Studio Hot Hair Club Senior Designer (14-17 years)	
4. Cake Stuff Adult Designer (Adult from 18 years)	

**Name of Designer:**

**Garment Name:**

**Description (25 words or less):**

**Bay Espresso Award Entries** - Identify and describe how Hawke's Bay grown/manufactured food or packaging has been used in your design (25 words or less):

**Models Name:**