

KMAC couture

2024 SUBMISSION PACKET



KMAC
CONTEMPORARY ART MUSEUM



KMAC COUTURE IS A WEARABLE ART RUNWAY SHOW PRESENTED BY KMAC CONTEMPORARY ART MUSEUM.

It is the signature fundraiser for KMAC that provides funding for the museum's educational programs and exhibitions. This event offers a unique way to experience art and fashion.

KMAC Couture features and supports emerging and established artists, costumers, designers, and milliners through the extraordinary presentation of original couture pieces of wearable art and conceptual fashion designs.

KMAC COUTURE 2024

Saturday April 13th, 2024

Pre-show Cocktail Reception, 7:15p

KMAC Couture Runway Show, 8:30p

After-party immediately follows runway show

KMAC Museum is where Art is the Big Idea and Craft is the Process. KMAC is a contemporary art museum in downtown Louisville on Museum Row. Through exhibitions, education, and outreach, KMAC works to connect people to art and creative practice.



CURATORIAL STATEMENT

RUNWAY FOR THE ROSES

In recognition of the 150th running of the Kentucky Derby in 2024, the 12th edition of KMAC Couture will honor one of Louisville's most famous institutions and most notable traditions. For generations, the pageantry and fashion that accompanies the annual Run for the Roses has been a grand celebration of what many refer to as "the most exciting 2 minutes in sports." While it is an event that brings together many different cultures from around the globe, it showcases a particularly exotic grandeur and snazzy decadence that could only come from Kentucky. Like the Derby, KMAC Couture is set in the heart of the Spring season, and this year's theme looks to the resplendence of the time-honored event that occurs each year under the twin spires of Churchill Downs, along with the bright colors, hats, flowers, mint juleps, and horses that make our city and region one of the most unique in the world.

The rose has a place throughout art history as a symbol for power, royalty, beauty, love, sensuality, and mysticism. Soon after the first race in 1875, the rose quickly became the official flower of the Kentucky Derby. Every year, for over a century, at America's most historic track, a lush garland of 554 red roses continues to be draped over the greatest equine champions.

This year, KMAC encourages designers to think about and create an extraordinary wearable artwork that harmonizes with the sartorial image of Louisville on the first Saturday in May. The strongest submissions will incorporate an element of wonder or surprise. With 150 years of fashions to inspire your design, a look could allude to the original formal wear of the Derby, the over the top Edwardian opulence of long dresses and wide brimmed hats for women (often trimmed in feathers or even completely stuffed birds, or adorned with ribbons and flowers) and dark, well fitted suits for men that featured various combinations of top hats, bowler hats, bow ties, ascots, and high buttoned up collars. While some of these styles are still referenced today, there have been many updates throughout the years to match the modern era, particularly with the infusion of bright colors for men and dresses with more contemporary silhouettes.

We look forward to seeing you on April 13, 2024 for KMAC Couture *Runway for the Roses*.

A handwritten signature in white ink that reads "Joey Yates". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Joey Yates

Curatorial Director



GUIDELINES

Submission does not guarantee selection. Past participation in KMAC Couture does not guarantee selection for this year's event. All designs should be for an adult garment to be modeled by ages 14+.

Artists may submit up to four designs. All artists must be 14 years of age or older. High school Students may submit multiple designs, but only one will be accepted.

Any accepted designer under the age of 18 will need to have signed parental permission in order to participate in the KMAC Couture process.

Submissions may be conceived by "teams" of two or three artists. Teams must choose a primary artist that will handle the submission. Communication on the acceptance status of the garment will be directed toward the primary artist. If selected for KMAC Couture, communication from KMAC Museum will be expanded to include the full team of Artists.

Artists selected for this year's event who reside more than 100 miles outside of Louisville may not be required to attend all of the events leading up to KMAC Couture. If accepted, out-of-town artists will need to notify staff of their travel limitations and exchange information accordingly throughout the process. The KMAC Museum staff will keep the artists informed of all pertinent information.

Artists selected for this year's event will be eligible to apply for an Artist Stipend to be awarded solely based on cost of material(s), and at the discretion of the KMAC Couture Committee and/or KMAC Museum. Accepted entries will

either be presented in runway format or fashion presentation/exhibit format. More information can be found in the FAQ section of this packet.

Each design will need to withstand being taken on and off multiple times and be able to move safely through standard doorways. The widest portion of the garment should not exceed 4 feet across. There will be a height restriction as well that will be announced in January 2023.

KMAC accepts no responsibility for lost or damaged wearable art.

Artists are encouraged to recruit their own runway model(s) but it is preferred that the model have experience walking in a runway show. All models must be 14 years of age or older in order to participate in any aspect of the evening. All participating models under the age of 18 will need to have signed parental permission in order to participate in KMAC Couture.

The KMAC Couture team will provide models to artists that express need. Models will be selected by the KMAC Couture team by early February. KMAC will put the Artist in contact with the Model once one has been selected.

Artists are also responsible for developing all details of the finished look including hair, make-up and accessories. Hair and make-up stylists will be on hand during the event itself to assist those who express need after being accepted into KMAC Couture.

All accepted High School Student Artists and first time KMAC Couture Artists will be automatically admitted into the

KMAC Couture Mentor Program. Each of these Artists will be paired with a Mentor (a fellow Artist or Arts Advocate) that will help advise the Artist through the construction process and offer guidance in order to achieve completion of the garment. The KMAC Couture Mentor Program is a series of three personal check-ins (in-person or virtual) where the Artist and Mentor discuss the challenges and successes of the garment construction.

Artists will be asked by KMAC Museum to provide work-in-progress photos at various times during the construction process to show the progress of the garment. As part of this process, KMAC Curatorial Committee members and the artist may discuss the process of construction, and guidance may be provided concerning technique, material and realization. Failure to provide photos and participate in this process could result in the garment being removed from KMAC Couture.

At any time during the design process the Selection Committee reserves the right to remove a design from the runway show with valid reasoning, and at the discretion of the KMAC Couture Committee and/or KMAC Museum.

CRITERIA

SUBMISSIONS ARE EVALUATED BY THE KMAC COUTURE CURATORIAL COMMITTEE.

The committee consists of KMAC Curatorial Staff, KMAC Board Members, and other art professionals.

Evaluation will be based on the following criteria:

- Design relevant to Curatorial Statement
- Creativity
- Originality
- Feasibility
- Durability
- Performative Aspects
- Innovation in use of technique and material
- Completeness of submission (see page 10 for full guidelines)





TO SUBMIT

DESIGN SUBMISSIONS MUST INCLUDE:

–Artist Bio: A brief bio that tells us about you and your background and/or career in art/design.

–Resume/CV

–Sketch/Drawing of the design

–Description of technique to be used to achieve desired look

–List of materials to be used

–At least 1 paragraph relating the design to the curatorial statement

–Photos of previous work(s).

Provide 4 quality photos (front, back, side views and a detail shot showing a close-up on technique of previous work(s)). These images are used to verify you possess basic garment construction and artist experience.

Lack of completeness in submission will hinder design acceptance.

KMAC COUTURE DESIGN SUBMISSIONS WILL BE ACCEPTED STARTING OCTOBER 6TH, 2023.

Artists must submit all designs through the KMAC Museum website at KMACmuseum.org/KMAC-couture-submissions by midnight on Saturday, December 3, 2023.





FAQ

WHEN AND HOW WILL I FIND OUT ABOUT MY SUBMISSION ACCEPTANCE?

We will notify you via email (at the email you provide with your submission) by the first week of January 2024. All Artists who submit will be notified of the acceptance status of their submission.

ARE THERE ANY ARTIST DISCOUNTS FOR KMAC COUTURE TICKETS FOR FRIENDS AND/OR FAMILY TO ATTEND KMAC COUTURE?

Yes, there will be a discount ticket code provided for each selected Couture 2024 artist. This discount code may be used by the artist's friends and/or family. The artist does not need to purchase a ticket for the event since artists are backstage during the runway show. Further details about available discounts will be announced in early January 2024.

IF I APPLY FOR AN ARTIST STIPEND, WHAT AMOUNT OF FUNDING CAN I EXPECT?

The Artist Stipend is solely based on the cost of materials and is awarded at the discretion of the KMAC Couture Committee. Funds for the stipends are made possible through sponsorships and donations. Accepted artists may apply for stipends in January 2024 (on the Artist Information Form), once the design is accepted into KMAC Couture 2024.

WHAT IS THE DEBBIE HUDDLESTON-MITCHELL YOUNG ARTIST AWARD?

The Debbie Huddleston-Mitchell Young Artist Award provides a one-time stipend to a 2024 artist that is either a high school senior or college student who is planning on or currently studying art at the college level. Student artists may apply for this award once selected for KMAC Couture. Details of the application process will be announced in January 2023.

IF MY DESIGN IS SELECTED FOR KMAC COUTURE 2024, MAY I MODEL MY OWN DESIGN DURING THE EVENT?

An artist may opt to model their own garment for KMAC Couture. That being said, we do encourage each Artist to consider choosing another person as their Model. This allows the Artist to experience garment construction and fitting for another person, an experience that can help the Artist grow in their craft. Using another person as a Model also frees up the Artist on the day of KMAC Couture to solely focus on the garment and various activities of the event. All Models must be 14 years of age or older. Models under the age of 18 must submit a signed parent/guardian consent form to KMAC Museum in order to participate in KMAC Couture.

I DON'T WANT TO MODEL MY OWN GARMENT. HOW DO I GO ABOUT FINDING A MODEL?

Selected artists in need of a model will indicate this on the Couture 2024 Artist Information Form that will be sent to artists along with their acceptance email early January 2024. KMAC Couture Committee and KMAC Museum Staff will hold a model call in February 2024 for all artists who indicate they require a model. Artists will be responsible for specifying requirements for their model, including measurements and other considerations. KMAC Museum strongly encourages artists to be as inclusive as possible in their model requirements so that individuals of all genders, sizes and abilities may apply.

WHAT'S THE DIFFERENCE BETWEEN THE RUNWAY SHOW AND PRE-SHOW COCKTAIL PRESENTATION?

You may submit a design(s) to participate directly in the Runway Show and/or the Pre-Show Cocktail Presentation. All designs will be listed in the event program. The KMAC Couture Curatorial Committee designates whether the artist will present their design on the runway or during the cocktail hour.

The Pre-Show Cocktail Presentation displays the garment on a Model in an exhibition style. This opportunity allows a more intimate setting where Artists can speak more in depth about their work and process to KMAC Couture Guests.

The Runway Show involves your design being displayed on a model in runway format.

I LIVE OUTSIDE THE LOUISVILLE REGION, IF MY DESIGN IS ACCEPTED INTO KMAC COUTURE, IS THERE A WAY TO GET FINANCIAL ASSISTANCE FOR TRAVEL EXPENSES?

Yes, if the Artist lives outside of the Louisville region, the Artist will have the opportunity to apply for a travel stipend to help defray the costs of travel for the day of KMAC Couture. Approval of the stipend and the amount awarded will be at the discretion of the KMAC Couture Committee and/or KMAC Museum. Please note, there are many mandatory dates leading up to the day of KMAC Couture that Artists are expected to attend. If the Artist lives outside of the Louisville region, that artist will not have to attend all events, but will need to notify and coordinate with KMAC staff accordingly.

WHAT DOES IT MEAN TO CONSIGN MY GARMENT?

In addition to your acceptance to KMAC Couture you have the option to consign your design. If you choose to consign, the sale must be transacted through KMAC Museum and a portion of the proceeds will be split between the Artist and KMAC Museum. The Artist will be asked to set the sale price of the garment. The percentage split of the sale will be set by KMAC Museum and announced to the Artist before the Artist needs to commit to consigning the garment. The garment will be available for purchase after KMAC Couture 2024. Consigning your garment is voluntary.



DATES

MANDATORY DATES

SUBMISSIONS OPEN Friday, October 6, 2023

SUBMISSIONS CLOSE Saturday, December 3, 2023 (midnight)

If design is selected for KMAC Couture 2024:

KMAC COUTURE 2024 SELECTED ARTIST INFO SESSION

Monday, January 23, 2024 (time TBA)

KMAC Museum, 715 W Main St, Louisville

KMAC COUTURE 2024 DRESS REHEARSAL

Thursday, April 11, 2024 (Paristown, Time TBD)

KMAC COUTURE 2024 SHOW DAY

Saturday, April 13, 2024 12p–10p

(Paristown, Louisville, KY)

OPTIONAL DATES

KMAC COUTURE INFORMATION SESSIONS: TIPS FOR A SUCCESSFUL SUBMISSION

Tuesday Oct 3, 2023

5:30p–6:30p

online via Zoom

Are you considering submitting a design for KMAC Couture 2023, but have questions about the submission process? These sessions will answer all of your questions

*Dates and times are subject to change. Please check KMACmuseum.org for most accurate dates and times.

KMAC COUTURE CRITIQUE SESSIONS

Tuesday, Nov 7, 2023

5:30p–6:30p

Tuesday, Nov 14, 2023

5:30p–6:30p

online via Zoom

If you are in the process of creating your submission for KMAC Couture but want some constructive criticism to see if you're headed in the right direction, these sessions will provide additional guidance. Bring sketches, materials, and ideas pertaining to your design(s) to meet with KMAC Couture Mentors and Committee Members and receive feedback.

KMAC COUTURE LAUNCH PARTY

Thursday, January 25, 2023

6:00p–8:00p

KMAC Museum

715 W Main St, Louisville

Come celebrate the KMAC Couture 2024 Selected Artists and view the sketches of their designs. This is a great kick-off event to toast the Couture Artists as they begin garment Construction.

All are welcome to bring friends and family as this event is open to the public.

FOR MORE INFORMATION OR TO PARTICIPATE IN A SPONSORSHIP, PLEASE CONTACT OUR STAFF AT:

Couture@KMAMuseum.org 502.589.0102

FOLLOW UPDATES ON SOCIAL MEDIA

Facebook.com/KMACcouture

Instagram: @KMACcouture

SEE ALL PAST YEARS' KMAC COUTURE PHOTOS AND VIDEOS ON OUR WEBSITE

KMACmuseum.org/couture

IMAGE CREDITS

In Order of Appearance

FRONT COVER

Artist: Deji Lasisi

Model: Alicia Antonia

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Artist: Jessica Sharp

Model: Cristina Floro

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Artist: Fiyin Lasisi

Model: Dominique Joy Thompson

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Artist: Laura Patterson

Model: Tate Crenshaw and Lindsey Clardy

PAGE 14-15

Artist: Charley Drew Wolak

Model: Ruby LeStrange

PHOTOGRAPHS COURTESY OF

Clay Cook Photography

Jake Kalter

David Hernandez

Stephanie Gilmore

MUSEUM HOURS

Tuesday - Sunday 10a-5p

Monday CLOSED

715 W Main St., Louisville, Ky 40202

KMACmuseum.org 502.589.0102

KMAC IS ACCREDITED BY



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KMAC MUSEUM IS SUPPORTED BY



The Kentucky Arts Council, the state arts agency, supports KMAC with state tax dollars and federal funding the National Endowment for the Arts.