



NOVOSIBIRSK STATE UNIVERSITY  
OF ARCHITECTURE, DESIGN AND ARTS  
NAMED AFTER A. D. KRYACHKOV

27–30  
APRIL  
2021

**KRASNY PROSPECT**

**V INTERNATIONAL  
DESIGN FESTIVAL**

## GENERAL TERMS, RULES AND REGULATIONS

Of 5<sup>th</sup> international design festival

«**KRASNY PROSPECT**»

Novosibirsk, 2021

### Program of the festival

The main program of the festival includes a competitive program and a business program. **The festival will be held from April 27 to April 30, 2021 in online-distance format.**

To participate in the festival, you should complete online registration on the portal <http://kp.nsuada.ru>, select a competition and fill out a form. Applications are completed in Russian and English languages. Applications for participation are accepted from **January 11 to April 20, 2021.**

The competitive program of the festival includes:

**1. Costume design contest «Fashion-prospect». Coordinator of the contest:** associate professor of the Department of Costume Design and Fashion Industry Kuzmina Anna Alexandrovna, [a.kuzmina@nsuada.ru](mailto:a.kuzmina@nsuada.ru)

**Type of participation: distance**

Nominations:

- **Favorite City** – convenient, comfortable, practical clothes for everyday wear, with a model novelty and design concept
- **Contemporary Ethnic** – the transformation of national costumes of different people in the modern wardrobe
- **Art textiles**
- **Concept of the collection in sketches**
- **Profi** – creative collections of clothes and accessories of professional designers
- **Inclusive** – casual clothes for people with non-standard needs. Students and professional designers working in the logic of universal - multi-user-friendly or (inclusive) design

The number of items in the collection: the collection must contain 3-5 models. A group of co-authors cannot be more than 3 people.

Samples of clothes for the collection are made for typical figures of women of the first full-bodied group, sizes 84-92, height - 176-182; men of the first full-bodied group, size 96-100, height - 188-194.

Requirements for submission: one composition file with sketches or photographs or a photo session of the complete collection is submitted in electronic form (A3, JPEG) together with the application.

## **2. Competition of young costume designers «Fashion-prospect. Junior»**

**Coordinator of the contest:** associate Professor of the Department of Costume Design and Fashion Industry Kuzmina Anna Alexandrovna, a.kuzmina@nsuada.ru

**Type of participation: distance**

Nominations:

- **Fashion without Borders** – the search for unusual artistic, constructive and technological solutions using non-traditional materials
- **The City and Me** – comfortable, practical clothes for everyday wear

The number of items in the collection: in category D, novice designers can present 1-3 models or 5 and more models from the creative team.

Requirements for submission: one composition file with sketches or photographs or a photo session of the complete collection is submitted in electronic form (A3, JPEG) together with the application.

## **3. Accessories and shoes design contest «AS (Accessories & Shoes)»**

**Coordinator of the contest:** head of the Department of Industrial Design and Fashion Industry, Professor Bekk Natalia Viktorovna, n.bekk@nsuada.ru

**Type of participation: distance**

Nominations:

- **Accessories** – bags, leather goods, hats
- **Jewelry** – elegant items from various materials
- **Optical design** – new constructive and artistic solutions of glasses
- **Shoes** – everyday wear and avant-garde models
- **Sketches** – sketches or photographs of collections
- **Profi** – leather goods: shoes, bags, gloves, belts for various purposes, jewelry, glasses
- **Inclusive** – Shoes and accessories (can be any items - bags, glasses, walking sticks, umbrellas, etc.) for people with non-standard needs. Students and professional designers working in the logic of universal - multi-user-friendly or (inclusive) design.

Number of items in the collection: the collection should contain 3-7 models. The number of collections from one author or a group of authors is not limited. A group of co-authors cannot be not more than 3 people.

Requirements for submission: one composition file with sketches or photographs or a photo session of the complete collection is submitted in electronic form (A3, JPEG) together with the application.

#### **4. Graphic and communication design contest “Cultprosvet”**

**Contest coordinator:** head of the Department of communicative design and graphics, docent Nechayev Mihail Gennadyevich, [m.nechaev@nsuada.ru](mailto:m.nechaev@nsuada.ru)

**Type of participation: distance**

Nominations:

- **Brand name** – the brand name of any institution
- **Infographics** – visualization of data in any direction
- **CG art** – the competition is focused on 2d and 3d artists, computer graphics, characters, locations, concepts, entourage and paraphernalia
- **WEB-design** – website design, dynamic graphics, applications
- **Motion design** – dynamic graphics from animation, films, videos and clips
- **Profi** – the work of professional designers in the field of communicative design and graphics
- **Traditional graphics** – students and professional designers working in hand-drawn graphics. Materials: pencil, watercolor, ink, pen, liners, felt-tip pens, pastels, etc.

Submission requirements depending on the nomination: one exposition file. The file must be structured according to the discretion of the author. A3 format (RGB, 200 dpi, JPG) location: landscape (horizontal) or a link to the video for download in 1920x1080, h.264, mp4 format.

The number of competitive positions from one author or a group of authors are not limited. A group of co-authors no more than 2 people.

#### **5. Architectural space design contest**

**Contest coordinator:** assistant professor of the Department of Architectural space design Smolyakova Irina Valerevna, [i.smolyakova@nsuada.ru](mailto:i.smolyakova@nsuada.ru)

**Type of participation: distance**

Nominations:

- **Urban design** – creative new suggestions for art objects in urbanized space
- **Lighting design in the city** – creative new suggestions for objects of lighting design in urban environment
- **PRO** category – works of specialists in architectural space design

Competitive works’ requirements: 60x80 cm, 60 x1600 cm, 300 dpi, brief annotation.

#### **6. Industrial design contest “Start”**

**Contest coordinator:** candidate of technical science, Associate Professor of Industrial Design, «Industrial Design » competence manager of World Skills Russia Taube Marika Vladimirovna, [m.taube@nsuada.ru](mailto:m.taube@nsuada.ru)

**Type of participation: distance**

Nominations:

- **Design projects in object environment**
- **Social design projects**

## • **Transport design**

Projects can be both independent experience of the participants, and educational / coursework.

Requirements for submission: a short annotation in the application form: 1-2 pages of typewritten text, .doc, Times new roman, 14. In the file name, indicate the name of the author of the project. The text must be submitted in both Russian and English languages. Visualization of the project: posters in format not less than 600x800, 300 dpi, .jpeg format. The poster must mandatory contain a general view of the object and several additional ones, the introduction of the object into the environment and / or methods of interaction with a person, the name of the project, the full name of the author. All text information is provided in two languages on the poster: Russian and English.

## **7. Architectural contest**

**Contest coordinator:** Lecturer of the department of Architecture Luginina Polina Vitalievna, [st20.p.luginina@nsuada.ru](mailto:st20.p.luginina@nsuada.ru)

**Type of participation: distance**

Nominations:

- **Student Campus** – space - planning and architectural solutions for a new student campus in Novosibirsk
- **Public building** – space - planning and architectural solutions of public buildings
- **Residential building** – space – planning and architectural solutions of residential buildings.

Competitive works' requirements: 60x80 cm, 60 x1600 cm, 300 dpi, brief annotation (A4).

The number of competitive positions from one author or a group of authors are not limited. A group of co-authors no more than 2 people.

## **The business program**

The business program of the festival includes lectures, seminars, master classes with Russian and foreign experts. Business program events can be visited NSUADA online on the portal <http://kp.nsuada.ru>. The organizer will publish the schedule of events for the festival's business program on the festival portal <http://kp.nsuada.ru> no later than **March 1, 2021**.

All works submitted for the competition will be presented at the interactive exhibition and in the exhibition halls of NSUADA.

## **Awarding**

The jury of the competition discusses the submitted materials for the collections, selects the winners separately of each category;

Participants who took 1st, 2nd and 3rd places will receive Laureate Diplomas of I, II and III degrees. The diplomas will be available for download in personal account on the festival portal from May 10.

Participants who did not become winners receive Participant Certificates. The certificates will be available for download in personal account on the festival portal from May 10.

The jury reserves the right to issue a "Special Prize" Certificate to the participant for the especially noted qualities in the participant's work. Heads of creative students' works, undergraduates and graduate students (if any) will receive an appreciation letter. Participation in competitions is free of charge.