

SUSTAINABLE CHALLENGE 2023

**WE
PERFORM
FASHION**

CALL FOR ENTRIES

**WE
PERFORM
GENDER**

GENDER PERSPECTIVE IN FASHION

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OVERVIEW

OVERVIEW

OVERVIEW

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This year's challenge will require thirty fashion students from fashion schools in Spain, Netherlands and United Kingdom to create a design using the participatory design methodology in order to understand perspectives other than their own, with the support of industry experts and mentors. The event will take place in person at the [Disseny Hub Barcelona](#) from [2 to 5 November 2023](#). The students will be invited to submit their application online by 2 October 2023 and to explain why we should make a space for them in this year's challenge. Read on to obtain more details.

APPLICATIONS

CALL FOR
APPLICATIONS

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APPLICATIONS

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APPLICATIONS

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APPLICATIONS

Key application dates

MONDAY 2ND OCTOBER

Deadline to submit applications

FRIDAY 6TH OCTOBER

Notification of selected candidates

MONDAY 9TH OCTOBER

Confirmation of the student's participation (required)

Application requirements

By submitting their application, the students accept the conditions listed in this document. They must also confirm that they have a valid, current passport and can travel. Consult the entry requirements of the respective countries to check for any restrictions and current requirements for entry into Spain.

Sustainable Challenge Calendar

Location: Disseny Hub Barcelona

ITINERARY

DATE

Travel to Barcelona

THURSDAY 2ND NOVEMBER

Welcome, briefing and master class

THURSDAY 2ND NOVEMBER

Fashion creation marathon

FRIDAY 3RD AND SATURDAY 4TH NOVEMBER

Presentation of projects

SATURDAY 4TH NOVEMBER

Travel to United Kingdom, to Netherlands or to other cities in Spain

SUNDAY 5TH NOVEMBER

Exhibition of projects in Barcelona

JANUARY/FEBRUARY 2024 (TBC)

To apply, please complete [this online form](#)

ABOUT THE
CHALLENGE

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01

Sustainable Challenge

2023: Gender Perspective

in Fashion

The Sustainable Challenge is an annual project committed to generating knowledge and proposals that favour sustainability in the fashion industry.

Under the title of “Gender Perspective in Fashion”, in the context of a creation marathon, thirty fashion students from Spain, Netherlands and United Kingdom will face the challenge of designing using participatory design tools to promote fashion as a medium to facilitate social inclusion.

The challenge consists of questioning any decision taken during the fashion design process, which mostly adopts a privileged view of the world; it therefore means achieving a shared attitude towards the meaning of the body and of apparel in our modern western context. The **decolonial*** gender perspective allows us to break with that normative view

of the white and **cisgender*** body to actively listen to other experiences outside that socially constructed framework. In this experimental exercise we will not focus on what, in diversity, is denominated “the others”; instead we will hear, from the groups themselves, what their diversities are within the framework of the intersectional in order to avoid falling into preconceived stereotypes or images of diversity, whether it be functional, neurodivergent or related to sexual orientation, gender identity, ethnicity or culture, among others.

At the Sustainable Challenge 2023 we face the task of meeting this and other needs relating to the body diversity that millions of people have to deal with on a daily basis across the world. Because serving diversity enriches us as a society and we want to do it in a differentiating style, one that learns to place the focus on actively listening to difference.

* The *decoloniality* concept describes the thinking that critically analyses the template of colonial power, which in global capitalism persists under totalising forms of knowledge that reaffirm the dominator-dominated duality.

* A person whose gender identity corresponds with the sex registered for them at birth.

02

Fashion and Gender Perspective

The concept of gender is used by feminist movements as a political tool to analyse and understand inequalities relating to gender and the orientation of desire, in either structural or in social, economic or family-related power mechanisms.

Gender is a social and symbolic system that provides cultural meanings on what is considered “female” or “male” and which has a bearing on the way in which behaviours, social relations and power hierarchies are determined.

Society’s interpretation according to its bodies is a cultural choice in the western tradition; classifying according to genitals is a discursive production that creates exclusion contexts and practices in regard to bodies that do not fit in with **patriarchal hetero-cis-normativity**. This creates inequality and discrimination that translates into violence.

In 2022, 49 women were killed by their partners or ex-partners in Spain. Moreover, last year in Catalonia there were 237 LGBTI-phobic incidents, an increase of 38.1% over 2021.

Fashion under this discourse is evidenced as something non-gender-neutral, contributes to gender construction and becomes both an element at the service of submission and the opposite, a tool for subversion.

Designing fashion with this awareness can be revolutionary, particularly when it comes to agreeing on decisions about design and to learning in order to convey the final product.

03

Participation

The Sustainable Challenge is a non-formal, non-regulated training project aimed at fashion students.

It is open to the participation of fashion students in Spanish, Dutch and UK schools in educational cycles studying university degrees, postgraduate degrees and master's degrees in any discipline: design, pattern design, styling, communication, etc.

From among all the applicants, the organisation will select thirty students who will work in different teams comprising members from different specialities and nationalities.

The goal is to generate the knowledge and life experience in the students that will allow them, once they are professionals, to meet the demands for social inclusion and sustainability required in the fashion industry.

Participation is free of charge and the organisation provides and funds the accommodation and subsistence costs

of the participants during the days of the Challenge as well as the flight tickets. In the case of UK students, departures will be from Manchester or London, and in the case of Netherlands, departures will be from Amsterdam. The organisation will not cover transfers to and from airports.

The format is intensive and is based on the practice of sharing. In this regard, participation entails coexistence within the group, community dynamics and the use of shared resources (accommodation, meals, material resources, etc.).

Once the challenge has been completed and the assessment questionnaire has been filled in, attendees will be awarded a participation certificate issued by the organisers.

04

Moments and Dynamics of the Challenge

The Sustainable Challenge 2023 will take place in person on **November 2nd, 3rd and 4th 2023**, at the Disseny Hub Barcelona.

It will be a research and creation marathon, where new approaches will be adopted and different proposals will be developed, with the focus on inclusion of body diversity to demonstrate that there are alternatives to specific problems in today's fashion.

The Sustainable Challenge is not a competition between teams, so there will be no winners and losers.

What we expect are interesting proposals in line with the Challenge's objectives that will be enriching in terms of knowledge and life experience for all participants.

Participants will be supported by expert tutors, who will be there to help them throughout the process in giving shape to the proposals they will have to develop.

Each team will work on designing and building a complete look.

At the end of the November 4th session, the teams will show their projects in a presentation open to the public.

A photography session will be arranged as a fashion editorial with the aim of publishing it.

The resulting looks will remain under the custody of the organisers and will be showcased at the Disseny Hub Barcelona in the first semester of 2024.

05 Calendar

**FROM SEPTEMBER 12TH
TO OCTOBER 2ND**

**Registration period
for participation**

OCTOBER 6TH

**Notification of Selected
Candidates**

OCTOBER 9TH

**Participation confirmation
(mandatory)**

**SUSTAINABLE
CHALLENGE**

**NOVEMBER 2ND
Welcome, briefing
and masterclass**

**NOVEMBER 3RD AND 4TH
Design marathon**

**NOVEMBER 4TH
(AFTERNOON/EVENING)**

Presentation of projects

**1ST SEMESTER OF 2024
Showcase of the looks
in Barcelona**

06

Curatorship and Advice

CURATORSHIP

Roberte Piqueras, ex-fashion designer, social designer and researcher in the construction of safe educational spaces with LGBTIAQ+ adolescents.

Tania Marcial, entrepreneur, fashion designer and founder of the upcycling clothing brand Tania Marcial, who collaborates with brands such as Armand Basi and Levi's.

Juan VG, an entrepreneur, fashion designer and founder of the upcycling garment brand Juan VG.

EXPERT ADVISORS

Alice Kell, MA Visual Communication graduate from the Royal College of Art, specialized in Illustration. Alice's practice is deeply rooted in design for positive social change. She is currently a Design Instructor at **ONELAB**, independent specialist college focused on making this world more inclusive through design, digital media and entrepreneurship. This college was created by **ONEBYME**, revolucionary and gender-fluid, urban-style brand based in London, that designs garments made from a single piece of fabric.

Frank Trobok, artist, curator and director of performative scenic arts and social action. Graduated as an actor from the AIEP theatre school (2006). Master in Arts with a minor in theatre director at the University of Chile (2014–2015). Postgraduate degree in Scenic Arts and Social Action from the Institut del Teatre (2020–2021).

Other international advisors from the Netherlands will be confirmed soon. You will find updated information on the [Sustainable Challenge](#) website.

07 Registration

To participate you need to complete the online form.

[REGISTER HERE](#)

OCTOBER 2ND
Registration deadline

OCTOBER 6TH
The chosen applicants
will be announced

08

About the Project and the Organisation

ABOUT THE PROJECT

The Sustainable Challenge project has the goal of generating knowledge and proposals in favour of sustainability in the fashion industry.

The project subscribes to the vision that sustainable development needs to happen in three areas simultaneously: social, environmental and economic. This vision is the basis for the triple agenda of the Sustainable Challenge: environmental, which includes our interaction with nature; social, where the goal is to offer people the opportunity to meet their basic needs, a sense of worth and the protection of their rights; and economic, where we seek a balance between meeting financial needs and the planet's preservation for future generations. Each edition of the Sustainable Challenge is based on the foundations of this agenda and each year it adopts a theme, which this year is gender perspective in fashion.

ABOUT MODA-FAD

MODA-FAD is a collective of professionals from the different areas of fashion. They constitute the Fashion section of the FAD (Fostering Arts and Design) and share the enthusiasm of promoting and giving visibility to creators, to fashion businesses and to new talent by fostering a positive impact through the values of sustainability.

The institution promotes initiatives that boost creative excellence, commercial drive, economic reactivation and responsible consumption, and works to become a touchstone as a source of information for professionals, of inspiration and networking, including all of the industry's areas: design of fashion and accessories, styling, communication, photography and entrepreneurship.

Visit Sustainable Challenge website

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