



The SRFI Design Challenge 2021

To fulfill the application requirements of The Suzanne Rogers Fashion Institute, eligible students and alumni will participate in Stage 1 of the SRFI Design Challenge. Upon invitation to become a Fellow, the design challenge will continue to the next stages, execution and photo shoot.

About the SRFI Design Challenge

In a world alarmed by climate change, fashion designers must demonstrate sustainable approaches to creativity. For the SRFI Design Challenge, Fellows will create looks consisting of **5 separates** made only by using upcycled, deadstock, and found materials. The 5 separates include the coat, the shirt, the knit, the skirt, and the pant. Each separate will work together and have the ability to be styled in multiple ways and on multiple body types. An emphasis will be placed on creating surface texture. Upcycled, deadstock, and found materials will be manipulated to develop unique and original textures.

To start, applicants will choose one of the "Toronto Historical Perspectives" (see page 2) as a reference point and use the School of Fashion's guiding principles (inclusion, decolonization, sustainability) to interpret the past in a present context. Applicants will use this to influence the development of their own unique concept. Images provided in the design narrative cannot be used in the Stage 1- Inspiration Board, however there should be a lineage from the provided perspectives to your interpretation.

Stage 1 of the SRFI Design Challenge

Applicants to the SRFI will submit the following elements for Stage 1 of the Design Challenge:

- 1) Inspiration Board: using photographs, textures, swatches (upcycled and/or found materials only), and other objects, SRFI applicants will create a physical inspiration board for the concept they wish to explore for the design challenge. The inspiration board will articulate your interpretation of one of the design narratives provided and provide an overall mood and feel of the 5 pieces. The inspiration board will be scanned and included in the SRFI application package.
- 2) Thumbnail Sketches: provide 10 thumbnail sketches for each monochromatic separate to demonstrate potential silhouettes for the SRFI Design Challenge. The sketches should reflect the references provided in the inspiration board. The thumbnail sketches will be submitted in your application package.

Applicants who make it to the interview stage must have the Inspiration Board and Thumbnail Sketches on hand for the virtual interview.

Moving Forward

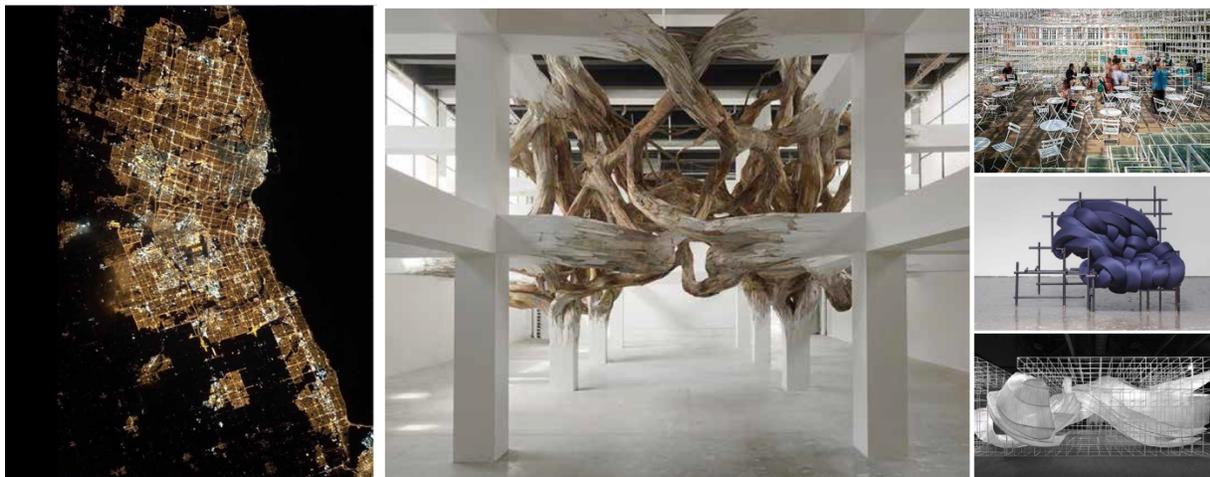
Successful applicants to the SRFI will continue to the final stages of the SRFI Design Challenge. Fellows will receive funding to cover expenses related to garment design, materials, notions, production, and finishing. The SRFI Design Challenge is a collaborative project where each SRFI Fellow is supported by a team involving industry professionals, models, mentors, and Ryerson University.

Using the School of Fashion guiding principles (**inclusion, decolonization, sustainability**), interpret the provided historical perspectives of Toronto in a present context.

Toronto Historical Perspectives

1. The Gridiron

Toronto was deliberately plotted out in the late 18th century by Lieutenant Governor John Graves Simcoe. From the start, the intention was to create a regular, straight and well oriented grid that would only be broken by the organic shape of the ravines and harbor. This juxtaposition of man-made urban lines and natural system less boundaries create an unexpected harmonious contrast.



4. Hippie Scene

The Yorkville we know today is not the Yorkville of the past. In the 60s, Yorkville was Toronto's hippie enclave, a sanctuary of counterculture much like Greenwich Village was to New York. The cheap cost of rent and the conversion of Victorian homes into coffee houses attracted a young nonconformist crowd. Poetry, art and music of the 60s filtered through this community. Places like the Riverboat Coffeehouse drew in prolific artists like Joni Mitchell and Neil Young. Yorkville was at the heart of it all.

