



## 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 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.

*\*paragraph amended April 21, 2021 to remove the word "monochromatic"\**

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.*



## 2. Brutalism

Toronto's key architectural obsession has been Brutalism, and it's those concrete constructions that are the city's most recognizable symbols. The CN Tower, city hall, University pavilions are all rooted in the brutalist style. But how Toronto came to fall in love with the movement is starkly different than how the movement came to be. Brutalism in Toronto symbolizes growth and prosperity in place of politics and rebellion.



## 3. Graffiti Alley

Hidden in-between the large main streets of the city are alleyways that have become canvases for the city's street artists. The most famous of which is Rush Lane, a 1KM path of art tucked away in the fashion district, locally known as the Graffiti Alley. As the city faces developmental pressures, many local groups are raising awareness to protect these art havens filled with immersive murals, where each is characteristic of the city's well known street artists.



