

14th October 2003

Fashion Awareness Direct and the Instituto Cervantes are pleased to present the launch of the 4th FAD Graduate Fashion Competition endorsed by the British Fashion Council

Fashion colleges from across the UK have been invited to select up to three students each to take part in this year's competition.

The 4th FAD competition, entitled **"URBAN VISIONARY: DALI AND BARCELONA – 2 VISIONARIES CONVERGE IN 2004"**, will ask students to find their inspiration in the city of Barcelona which will be celebrating the 100th Anniversary of the painter Salvador Dali. They will prepare two complete outfits; one to reflect the layers of the city of Barcelona and the other will reflect the layers of Dali's optical illusions in some chosen paintings. The challenge for the students will be to make sure that the two of them converge on the catwalk which will take place at the V&A Museum on 31st March 2004, when a winner and two runners-up, selected by a panel of experts, will be announced.

The aim of the FAD competition is to link fashion to art and culture. Previous competitions have all combined different cities, cultures and arts including: London & Architecture; Paris, Cinema and Vintage; and Venice, Opera and the 1920s.

Louise de Caires, Creative Director of FAD says: *"This is an interdisciplinary project. Students are asked to be creative and original, and at the same time create something that can actually be worn by the model! We feel that this year's brief will inspire students to research on fabric design. It will be interesting to see how Dalí & Barcelona inspire them!"*

Salvador Estebanez, Director of the Instituto Cervantes in London, comments; *"we are very proud of being able to join forces with FAD to celebrate this important centenary and promote Spanish Culture in this way. Barcelona is certainly a city to inspire fashion students! "*

A series of cultural events are being organised at the Instituto Cervantes in London, starting with the launch event on Wednesday, 29th October 2004. Full information is included in the enclosed brochure. Students taking part in the competition will also visit the Elsa Schiaparelli Collection at the V&A Museum and Dali's works on display at the Tate Modern.