

The background of the entire image is a bokeh effect consisting of numerous out-of-focus, circular light spots in various colors including white, yellow, orange, red, blue, and purple, set against a dark, almost black background. A semi-transparent horizontal band is overlaid across the middle of the image, containing the text.

make *fashion*

2014 SPONSORSHIP PACKAGE



WEARABLE TECHNOLOGY

Imagine a world where your clothes regulate your body temperature, monitor your vital signs, and your necklace begins to glow when the sun goes down.

Today, this is achievable. Modern fashion designers are no stranger to the potential of merging clothing with electronics. Make Fashion is an initiative that introduces talented local designers to cutting edge new technologies, subject matter experts and wearable technology.

From information gathering to communication, modern computing has evolved into an invisibly integrated system woven into our everyday lives. As we become even more unified with technology the next step in this evolution is wearable computing.

As the mobile tech revolution winds down over the next 5-7 years, wearable and embedded technology is poised to earn:

Personal wearables - \$10 B (2016- Gartner)

Smartphone Accessories - \$20 B (2012- ABI)

US Apparel and Jewelry Manufacture - \$40 B (2013 - IBISWorld)

Wearable technology has already started to deliver innovation:

- Improving health and fitness awareness
- Reducing cognitive overload or distraction
- Personal customization / utility



Having launched in June 2012, Make Fashion hosted its first wearable technology fashion show and gala on January 25 2013. It introduced Calgary designers to the exciting world of wearables through a series of informative, hands-on, designer-lead workshops. Make Fashion's first year culminated in an outstanding sold-out fashion show and gala that showcased the garments of 7 designers.

From awe-inspiring responsive runway dresses to scientific wearables with practical applications, Make Fashion designers are inspired by fashion with functionality.

The fashion show gala is the largest annual Make Fashion event. Here, designers are paired with engineers and technologists to produce a ground-breaking runway spectacle fusing fashion, technology, performance, and light.



2013 Gala Project: Motion-Sensitive Dress: Laura Dempsey

Laura Dempsey is a designer with a degree in architecture from Dalhousie University and a particular interest in light and its many incredible qualities. Her "Motion Sensitive Dress" stunned audiences as it responded by illuminating with the model's movement.



2013 Gala Project: Chameleon Dress: Angela Dale

Angela Dale is a costume designer with over 25 years of experience working in theatre, film, opera and dance. She is intrigued by the marriage of technology and design and excited about the possibilities this creates. Her high-fashion Chameleon dress was programmed to glow and change colour in sync with music creating a spectacular performance of light and fashion





For more images and information, visit makefashion.ca

2014 GALA AND DESIGNERS

International Designers

Make Fashion will be featuring two international designers headlining the 2014 gala.



Erina Kashihara - Residing in Japan, Erina has been creating light accessories and dresses since 1985. She describes her work as “Jewelry Art Body with Light” and showcases work worldwide.



Dr. Patricia Flanagan – Dr. Patricia Flanagan is a visual artist and assistant professor at the Academy of Visual Arts at Hong Kong Baptist University. She is head of the Wearables Lab, a jewelry studio, and is an established artist with an international reputation.

Returning Designers:

We are excited to have a number of our 2013 designers return for another year in the Make Fashion Gala.

Kyle Nylund & Tony Grimes – Kyle Nylund participated in the 2013 launch with his “skyscraper dress” and in the 2013 gala. Kyle and Tony Grimes are building a high-fashion piece inspired by the illumination of a burning chandelier.

Laura Dempsey and Hannah Newton – Laura Dempsey created an innovative motion-sensitive dress in the 2013 gala. She returns in 2014 collaborating with Hannah Newton creating a high-tech performance piece.

Kathryn Blair - Kathryn Blair participated in 2013 with her mood-sensing lab coat. She is continuing her exploration with biofeedback this year.

Angela Dale & Vlad Lavrovsky - Angela Dale amazed audiences with her chameleon dress in the 2013 gala. Vlad Lavrovsky participated with Team Night Envy and also was an integral part of the 2013 gala. The team is working together to create a much-anticipated groundbreaking piece for the 2014 gala.

Emerging Designers:

Our 2014 gala will introduce a number of new artists and designers exploring the integration of technology with their art and design practices.

Kenzie Housego and Amie May - Drawing inspiration from retro headwear combined with technology, this artist pair will create a series of headdresses for the 2014 gala.

Amy Zia – An experienced fashion designer, Amy Zia will be utilizing technology and 3D printing to create a beautiful and conceptual fashion piece.

Elle Nguyen, Aman Dhalay & Javeda - Drawing inspiration from traditional garments, this team will be creating a bold piece utilizing robotics and illumination.

Genene Grant - Formerly ElectroFur, Genene Grant is established in the wearable electronics scene. She is working on an exciting electronic fashion piece.

Shannon Chappell & Kayna Hardman - Designers and makers Shannon Chappell and Kayna Hardman will create an extravagant and creative piece for the 2014 gala.



BECOME A SPONSOR

As a sponsor for Make Fashion you will have the opportunity to support one of the world's most exciting emerging festivals. Sponsorship will give you and your brand exposure to an audience of technology, culture, and arts enthusiasts. Make Fashion has access to over 5000 unique contacts through social media, e-mail lists, and partnered events.

In-Kind Sponsor

Make Fashion is looking for sponsors to contribute silent auction items, event support (lighting/entertainment/food and beverage) and marketing support.

Sponsor Benefits:

- Logo placement on website, poster, and event screens
- Tickets to Make Fashion Gala

Bronze Sponsor: \$500

Sponsor Benefits:

- Logo placement on website, poster, and event screens
- Mentions on Make Fashion social media and mailouts
- 2 Tickets to Make Fashion Gala



Silver Sponsor: \$1000

Sponsor Benefits:

- Logo placement on website, poster, and event screens
- Mentions on Make Fashion social media and mailouts
- 5 tickets to Make Fashion Gala

Gold Sponsor: \$2500

Sponsor Benefits:

- Use of Endeavor Arts Gallery and Event Space for a weeknight event. Space rental valued at \$1500 and perfect for corporate parties, holiday events, customer appreciation evenings, and wedding receptions. (Up to 150 person capacity, central location, and capacity for DJ, food and beverage, etc.) *Restrictions apply - contact gallery for details*
- Premium logo placement on website, poster, and event screens
- Advertising through various social media channels and mailing lists including Maker Faire, Endeavor Arts, Beakerhead, Protospace and Digital Alberta - over 5000 individuals to be reached!
- Mentions on Make Fashion social media and mailouts
- 4 VIP tickets to Make Fashion Gala
- Mention from MC during the Make Fashion Gala
- Opportunity for sponsorship booth/banner advertising at Make Fashion Gala



Innovation Sponsor: \$5000

Sponsor Benefits:

- Use of Endeavor Arts Gallery and Event Space for a weeknight event. Space rental valued at \$1500 and perfect for corporate parties, holiday events, customer appreciation evenings, and wedding receptions. (Up to 150 person capacity, central location, and capacity for DJ, food and beverage, etc.) *Restrictions apply - contact gallery for details.*
- Premium logo placement on website, poster, and event screens
- Title “brought to you by...” sponsorship on website, poster, marketing materials, and event screens
- Advertising through various social media channels and mailing lists including Maker Faire, Endeavor Arts, Beakerhead, Protospace and Digital Alberta - over 5000 unique individuals to be reached!
- Mentions on Make Fashion social media and mailouts
- 5 VIP tickets to Make Fashion Gala
- Mention from MC during the Make Fashion Gala
- Opportunity for sponsorship booth/banner advertising at Make Fashion Gala

To Become a Sponsor Contact:

Maria Hoover
info@makefashion.ca
403-990-2923

General info and technology inquiries: shannon@makefashion.ca
Designer/artist inquiries and marketing: chelsea@makefashion.ca

The Make Fashion Team:

Shannon Hoover: Co-Founder, Technology Evangelist

Maria Hoover: Co-Founder, Event Director

Chelsea Klukas: Co-Founder, Marketing Director and Designer Outreach

Catherine Hazin: Fashion and Performance Coordinator

Zoë Klintberg and Steve Nagy: Production Coordinators

Photography by Faby Martin: <http://fabymartin.com>

2012-2013 Sponsors and partners: Awesome Foundation Calgary, Victoria Park BRZ, WestJet, Chelsea Klukas Creative, 22nd Century Social Club, Beakerhead, Yelp, Calgary 2012, Endeavor Arts, Evolved Productions, Protospace, EGroup Canada furniture, Ingenuity Couture, La Gogue, Hoop Around, and Make3d

Learn more about the festival at www.makefashion.ca



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