

PRESS PASS

Submit requests by early April via email to NCSUart2wear@gmail.com.

SPONSORSHIP PACKAGE

Visit us online at design.ncsu.edu/art2wear for more information.

For information regarding press and marketing, contact NCSUart2wear@gmail.com.

For more information on sponsorship, contact Justin LeBlanc at jdleblan@ncsu.edu.

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a2wTM

A R T 2 W E A R

RUNWAY SHOW + STUDENT EXHIBITION

FRIDAY / APRIL 28TH / 2017

TALLEY STUDENT UNION / NC STATE UNIVERSITY

PRESS + SPONSORSHIP

WHAT: Students from North Carolina State University will present their original designs during the 2017 **A2W** fashion show. We look back at the last 16 years. Our humble beginnings were showcased in “The Pit” at the College of Design with merely a hundred spectators. **A2W** now resides in Talley Student Center and hosts an audience of more than 1,000 attendees annually.

WHO: The event is hosted by NC State’s College of Design. The show is run by students for students in partnership with faculty advisor Justin LeBlanc. **A2W** is also supported by local businesses, individual donors, and the **NC State Foundation**.

WHEN: Friday, April 28TH, 2017

DRESS REHEARSAL / 2:00 PM

STUDENT EXHIBITION / DOORS OPEN 6:30 PM

RUNWAY SHOW / SEATING 7:00 PM / SHOW 7:30 PM

WHERE: Talley Student Center State Ballroom on NC State’s campus. Parking is available in the Coliseum Parking Deck. If you need accessibility parking, please e-mail ncsuart2wear@gmail.com.

TICKETS: General admission tickets will be available for purchase starting March 14TH, 2017 for \$30. **Hurry, tickets sell out fast!** VIP tickets are reserved for sponsors only. Purchase your tickets online at design.ncsu.edu/art2wear/eventstickets/

CONTACT: For more information about the event, press or sponsorship, email ncsuart2wear@gmail.com.

MISSION

Art2Wear™ (**A2W**) is an educational event where students gain experience by coordinating and producing an annual show. Young designers are challenged to imagine, create, and inspire by expressing their point of view through wearable art. This highly anticipated fashion show fuses the talents from several departments in the College of Design and beyond, exposing student designers to the broader field of fashion. **A2W** attracts approximately 1,000 attendees in addition to encouraging participation by engaging the student body, the Raleigh community, and the broader design industry.

VISION

A2W’s vision is to inspire and challenge our audience and designers to think about clothing in a different way. We plan to evolve from a highly anticipated event at NC State into a fashion focal point for the entire East Coast. **A2W**’s intention is to establish and expand committed support from within the University, the city of Raleigh, and the creative community.

STATEMENT

“The student-driven foundation of **A2W** has provided a stage for an eclectic group of students and many opportunities for cross-campus collaboration. **A2W** lives and breathes student excitement. It is one of the few events where every aspect has been influenced by the students, from the production of the show to the works on display. Every year **A2W** showcases the strengths of this University—its focus on innovation and creativity and it challenges students to create tactile representations of their dreams.”

KATHERINE DIUGUID

ASSISTANT PROFESSOR OF ART + DESIGN

FORMER ART2WEAR FACULTY DIRECTOR (2012-2015)



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2017 THEME

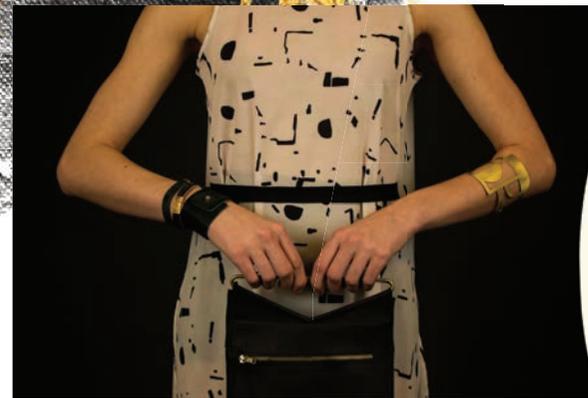
the art of
DÉJÀ VU

already seen \ phenomena \ feeling of familiarity \ feeling of recollection
precognition \ prophecy \ an anomaly of memory \ recalled experience
uncertainty \ hallucinations

MEMORY IS A GREAT ARTIST. For every man and for every woman
it makes the recollection of his or her life a work of art and a
unfaithful record. **ANDREW MAUROIS**

2016 IN REVIEW

In 2016, **A2W** celebrated 15 years. Last year's theme was **The Virtue of Obsession**—A behavioral state in which someone thinks about an object, theme, image, or idea constantly that frequently results in a desired creation of quality.



IN THE CLASSROOM

Art + Design associate professor Justin LeBlanc instructs and encourages young designers and is key in the facilitation of students' confidence and success, not only in preparation for **A2W**, but also in their professional careers beyond the College of Design. Though students are encouraged by faculty, **A2W** is entirely motivated, driven, and executed by students.



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2017

Art2Wear is powered by student effort, from the lighting to the video shorts that introduce each collection. The juried show has become a bucket list-style goal for many in the colleges.

// THE NEWS AND OBSERVER, APRIL 18TH, 2015



2015

2014

Not unlike the scene inside the tents at the Lincoln Center during New York Fashion Week, the vibe outside NC State's **Art2Wear** fashion show on Friday night was frenetic. Evening thunderstorms moved the annual student show from its original outdoor setting on Stafford Commons inside to a ballroom in the sleek new Talley Student Union.

// THE NEWS AND OBSERVER, 2014

2012

"There's a heavy emphasis on experimental materials even though these come out to be garments," said Charles Joyner, professor of Art + Design. "And on the runway sitting some 50 feet, 75 feet, 100 yards away, you don't see that, you don't get the fact of all the intricate handwork that's gone on."

// NC STATE NEWS, APRIL 25TH, 2012



2009

At an institution better known for science, engineering and technology, students' passion for fashion design seems to be on a major upswing...In a courtyard at the College of Design, several hundred people turned out in late April to watch 23 designers and more than 100 models pull off what's likely one of the biggest fashion events in the region — a fashion show called **Art2Wear**.

// NEWS & OBSERVER, 2005

2005

Katherine Guerra's designs in rich colors of navy, cranberry, green and purple were flanked with peacock feathers and worn by models with dramatic make up. She, joined by a few other designers, created glamorous dresses including a navy tube dress with a thick mesh tutu and a skin clinging black evening gown.

// TECHNICIAN, 2005



2002

THE SHOW

A2W is a program that is for students by students. A committee of 50+ NC State students do everything from the design and vision to the promotion and coordination of the show. The committee is made up of 10 teams that each are run by dedicated student leaders. Each team is responsible for a different aspect that the audience experiences. The students time and energy contributes to **A2W** through their skills in leadership, outreach, and collaboration.

THE EXHIBITION

The runway show will consist of wearable garments ranging from sculptures to high dressmaking. The **A2W** Student Exhibition welcomes work from all of the College of Design students, exploring different media and designs through Art + Design, Architecture, Graphic Design, Industrial Design, and Landscape Architecture to celebrate the artistic diversity within the College of Design.

SPONSORSHIP BENEFITS

Please support **Art2Wear™ (A2W)** 2017 by making a financial contribution or donating products and/or services that would assist in the production of our **A2W** program. The various levels of support for **A2W** are as follows:

\$5000 TITLE SPONSOR (\$4640 tax deductible)

- Full page (6" x 9") recognition in the **A2W** Runway Show program booklet*
- Logo Recognition in College Annual Report and NC State Design Influence
- Logo acknowledging your company on the NCSU **A2W** website
- Logo on the step and repeat backdrops
- 6 reserved VIP seats at the Runway Show***
- 6 tickets to our VIP reception before the show at the Exhibition***
- 20 second acknowledgment of your company on display screen at the show**

\$2500 PRESENTING SPONSOR (\$2260 tax deductible)

- Half page (6" x 4.5") recognition in the **A2W** Runway Show program booklet*
- Logo Recognition in College Annual Report and NC State Design Influence
- Logo acknowledging your company on the NCSU **A2W** website
- 4 reserved VIP seats at the Runway Show***
- 4 tickets to our VIP reception before the show at the Exhibition***
- 10 second acknowledgment of your company on display screen at the show**

\$1000 OFFICIAL SPONSOR (\$880 tax deductible)

- Quarter page (3" x 4.5") recognition in the **A2W** Runway Show program booklet*
- Logo Recognition in College Annual Report and NC State Design Influence
- Logo acknowledging your company on the NCSU **A2W** website
- 2 reserved VIP seats at the Runway Show***
- 2 tickets to our VIP reception before the show at the Exhibition***
- 10 second acknowledgment of your company on display screen at the show**

\$500 PATRON SPONSOR (\$440 tax deductible)

- Logo recognition in the **A2W** Runway Show program booklet
- Logo Recognition in College Annual Report and NC State Design Influence
- Logo acknowledging your company on the NCSU **A2W** website
- 2 general admission tickets for the Runway Show

\$100 FRIEND SPONSOR (\$100 tax deductible)

- Recognition on our friend list in the **A2W** program booklet and website

IN KIND

- Depending on donation level, recognition on our donor list in the **A2W** show program, the College Annual Report, NC State Design Influence, and logo on website

FOR MORE INFORMATION ON SPONSORSHIP, PLEASE CONTACT JUSTIN LEBLANC AT JDLEBLAN@NCSU.EDU.

* Page layout options available—Must be committed before February 1, 2017

** You have creative control of acknowledgment, submitted no later than March 1, 2017

*** VIP tickets REQUIRE RSVP by April 1, 2017



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