

# **IFFTI 2024 Ewha Fashion Film Awards**

## **THEME: Fashion Towards Post-Humanism**

Hosted by EWHA WOMANS UNIVERSITY, Seoul, South Korea, 2024.

### **I. Host**

Hosted by Ewha Womans University

### **II. Purpose**

From the standpoint of those who research and create fashion that cannot exist apart from the human body and circumstances, we should seek a new definition of human together in the post-humanism era that is starting in earnest, and we would like to have a place for having various discussions related to fashion.

### **III. Definition of the Theme**

The theme of the IFFTI 2024 Fashion Film Awards is “**Fashion Towards Post-Humanism**”. Post-Humanism is being proposed as a new sensitivity that we, living in the Anthropocene, should have. In “The Posthuman Condition”, Robert Pepperell emphasized that the period of social development defined by humanism is over, and we have entered the era of ‘post-humanism’. The entry into the new era is accompanied by a demand to redefine the meaning of ‘human-being’ as we cannot think of human-beings in the same way as in the past/present.

#### **1. Beyond Certainty to Contingency**

Where do differentiation and innovation in fashion design come from?

What kind of identity is the new sensitivity fashion brand that the new generation wants?

What insights can we impart to future generations of fashion?

#### **2. Beyond Isolation to Trans**

How is digital transformation changing players within the fashion industry?

How is the fashion industry expanding and connecting?

Are there new orders forming in the world of fashion?

#### **3. Beyond Growth to Introspection**

Can the fashion of the era of humanism, which was extremely centered on humans, sustain?

How is the fashion ecosystem changing post-pandemic?

How can the fashion industry corporate for a positive future society?

## **IV. Awards and Prizes**

- A. Best Film** / Prize US\$1500 (Registration to the 2024 IFFTI conference will be paid by Ewha Womans University.)
- B. Best Director** / Prize US\$1000 (Registration to the 2024 IFFTI conference will be paid by Ewha Womans University.)
- C. Best Fashion Styling** / Prize US\$500 (Up to two awards. Registration to the 2024 IFFTI conference will be paid by Ewha Womans University.)

A panel of judges composed of world-renowned fashion and film experts. The judging criteria will be based on how innovative your film is as a whole, how you make use of the resources available to you and your artistic integrity.

The winners will be notified via e-mail, and the film will be published on the website of the IFFTI 2024 EWHA website ([www.iffiti-ewha.co.kr](http://www.iffiti-ewha.co.kr)).

## **V. Special Rules for IFFTI 2024 Fashion Film Awards**

### **A. Eligibility**

All students from IFFTI member institute (All degrees are eligible.)

### **B. Deadline**

1. The submission date is the 2<sup>nd</sup> of February, 2024.
2. All films will be reviewed and judged for the official IFFTI fashion and film experts
3. The result will be announced in the 23<sup>rd</sup> of February, 2024.

### **C. Brief of Fashion Film**

1. The fashion film is defined as a that has a running time of **5 minutes or less, including all credits**.
2. The fashion film must be produced after 2022, and must not be presented or exhibited previously anywhere.
3. The fashion film SHOULD NOT violate any current law nor they infringe any privacy and/or intellectual property rights (this includes any sounds or sound effects that do not include a license).
4. The English subtitles are required for non-English based films.
5. The Fashion Film Categories:
  - Direct Shooting
  - 2D animation
  - 3D animation
  - AI-generated

6. The Required Fashion Film Resolutions:

- Full HD (1920 x 1080)
- 2K (2048 x 1080)
- 4k (4096 x 2160)

7. The format of your fashion film must be H.264/MP4.

**D. Submission**

1. Participants must upload the fashion films to their own Google Drive. (SHOULD ALLOW THE ACCESS TO THE DRIVE, so we can download the films)
  - Participants should create a folder with this format “**name\_filmtitle\_creationyear**”.
  - The fashion film size should not exceed 3GB.
  - **If the submitted fashion film contains errors or cannot be verified, the host institute does not have any responsibility with your disadvantages in the awards.**
2. Please put your Google Drive Link in the submission form, and attach ONLY the SUBMISSION FORM to the email ([iffiti2024ffa@gmail.com](mailto:iffiti2024ffa@gmail.com)). We will send you a confirmation email when we receive it.  
  
(\*\*DO NOT ATTACH YOUR FASHION FILM to the email)
3. If the submission form **contains untrue information**, the host institute reserves the right to **disqualify entries** and **cancel the selection** after the internal review.

**E. Authority**

1. The participants will have to transfer all their rights of exhibition, exploitation, and public communication of the audiovisual pieces to the host organization in order to use them for communication and promotion.
2. In case there is an infringement of privacy and/or intellectual property rights, the host organization will not be responsible.
3. Fashion Films that have agreed to be screened online are released through the social media accounts of IFFTI 2024 EWHA.
4. Participation and registration in this contest imply full acceptance of the bases mentioned above, as well as the criteria of the jury.