

ABOUT

THE GEOFFREY BEENE DESIGN SCHOLARSHIP AWARD is generously underwritten by a \$2.5 million donation by the **Geoffrey Beene Foundation** to the CFDA's Educational Initiatives. The unique award challenges students to look beyond conforming to common trends and the practicality of business in order to advance the art form, investigating experimentation of process, material, and form. This year, the award will identify the most exemplary and innovative women's wear design student undertaking full time **graduate** study at a leading American college or university. The **\$25,000 Geoffrey Beene Design Scholar Award** is intended to be applied directly to tuition, final year thesis, and education expenses.

"Design is an Unknown"

– Geoffrey Beene

Mr. Beene was renowned for the originality of his designs, innovative use of fabrics, geometric cuts, and unerring modernity. Over the course of four decades, these core design elements remained constant throughout his body of work. He was known as a futurist, architect of the body, and as portrayed by Kim Hastreiter in Geoffrey Beene "An American Fashion Rebel," a radical pioneer of form

SPECIALIZATIONS

WOMENS | MATERIALS {TEXTILES + / or
KNITWEAR} | DIGITAL FABRICATION |
CREATIVE TECHNICAL DESIGN

**GEOFFREY BEENE
DESIGN SCHOLARSHIP**

In 2017, **The Council of Fashion Designers of America (CFDA)** and the **Geoffrey Beene Foundation** mark the tenth year anniversary of **THE GEOFFREY BEENE DESIGN SCHOLARSHIP AWARD** by looking forward to the future of three-dimensional innovation, technology, and materiality in fashion design.

AWARD

\$25,000 SCHOLARSHIP AWARD

ELIGIBILITY:

**FULL TIME, GRADUATE
(MA / MFA) FASHION STUDENTS
OF AN ACCREDITED AMERICAN
COLLEGE / UNIVERSITY**

BRIEF

From Geoffrey Beene An American

Fashion Rebel | Kim Hastreiter

“The body to him was one plane – never ending always roaming.” Doo – Ri Chung

“On my first day of work, I arrived ready to leave- feeling certain it had all been a mistake and he would change his mind.

It turned out Mr Beene was away that week.. so I sketched and sketched... One of the older assistants came to look...

“these sketches are not at all Geoffrey Beene..” so I packed everything and waited to be fired. When Beene returned he looked at them, took half and started to work on them.. I knew from that moment on that I did not have to be Geoffrey Beene but only had to be me.. that he was looking for someone to have a dialogue with... Our dialogue didn't always contain words.. It was a dialogue {of sketching} like ping pong with no ball..”

---Alber Elbaz

PORTFOLIO

1. With reference to the methods and ethos of Geoffrey Beene as a futurist and pioneer of form, use the body as a three dimensional canvas, to build an exploratory collection of 8 or more refined concepts
2. Idea- Build by shape-testing, space-exploring, and material-prototyping; space(s) between garment and body, relationship between wearer and form, and material behavior are just a few possible points of reference... Ideas may range from the experiential to improvisational and journey through all phases of development;
3. Show the design progression of each concept through intensive investigation of ideas, processes, techniques, and materials- which can range from drape, cut, fold, experimental pattern-cutting to textile manipulation, digital fabrication such as 3D printing or computational design methods; Display numerous views and ideations of each explored concept ie. 360 [back, front, left, right sides etc]
4. Image- Make using traditional drawing combined with collage, hybrid digital and physical media, photography, and line; exploration of language of line, mixed media, and mastery of craft; and tools
5. Blueprint each concept through technical drawings, documentation, (photo) or other means; Detailed technical drawings in multiple views, fabric swatches, trims and finishing techniques are required to support each design concept
6. A wide range of iterative process work including design development, process journal and three dimensional prototyping is encouraged to support the edited final **collection**

REFERENCES

www.GEOFFREYBEENE.com

Extensive archival and resource information is available at: www.GEOFFREYBEENE.com Design History: Timeline of Innovation, Publications

<http://geoffreybeene.com/timeline/>

<http://geoffreybeene.com/geoffrey-beene-lifetime-achievement-award-cfda-geoffrey-beene-design-scholar-award/>

<http://geoffreybeene.com/videos/>

<http://geoffreybeene.com/publications/>

Archival CFDA Resources

GEOFFREY BEENE | The FIRST 25 YEARS

CFDA | Geoffrey Beene Learning from a Design Legacy

<https://www.youtube.com/watch?v=JKI6KQXNUpc>

<https://www.youtube.com/watch?v=qsu49dfnlKs>

From the poem, For Mr. Beene ---Kim Hastreiter, presented to Geoffrey Beene with the 1997 Council of Fashion Designers of America Lifetime Achievement Award-

*“The body is his palette and his medium
His clothes dictate its three – dimensionality
He paints with seams to define its form
Abstracting the anatomy*

*His eyes see shape from both front and hind
Holding backbone to bust in one yoke
He once spiraled a zipper ‘round the human form
To encase it in one single stroke*

*This body intrigues him with its movement and such
It fascinates him as a machine
And so he loves to show how his work does flow
On dancers who leap, spin, and preen*

*Although pure, clean, modern, and serious, too
His clothes are seasoned with mischief and glee
Whimsy, wit, shocks of surprise;
Juxtapose a cartoon sensibility*

*We love to watch Br Beene attack an idea,
And pare it down with precision ‘til pure
But we love even more his response to perfection
For he’ll break it all down next season for sure*

*For this is how he always moves forward
And how his new ideas are found
It is this radical thought and fearlessness
Had made him hero for young
Designers underground*

*He’s not interested in what’s been done in the past
The 21st century’s been his cry
Technology, multimedia, the future, he knows
Is where the new breakthroughs must lie.”*

SUBMISSION

Please submit all application elements online via FluidReview

[<https://CFDA-Applications.fluidreview.com/>]

Regretfully, incomplete applications and those received past the deadline will be deemed ineligible.

Please direct all application queries to CFDA Education + Professional Development

Sara Kozlowski | Director, S.Kozlowski@CFDA.com
Anna Chae | Coordinator, A.Chae@CFDA.com

DIGITAL HYBRID + PDF PORTFOLIO

VIDEO SELF INTRODUCTION {120 seconds or less!}

STATEMENT

[1000 words or less speaking to collection's vision, ethos, approach, and key strengths]

RESUME/ CV

HEADSHOT + BIO

FACULTY/ CHAIR LETTER OF RECOMMENDATION*

COMPLETED APPLICATION + CONSENT FORM

***Faculty Endorsement;** *Candidates are required to provide endorsement and reference from a faculty member or tutor (Director, Program Chair, Senior Thesis Professor or Equivalent). Faculty referees will only be contacted if candidate advances to the finalist stage and a concise feedback from will be provided*

Note to students: *Please do not submit your portfolio directly to the CFDA as only faculty/ school endorsed submissions will be accepted {up to five (5) submissions per participating school}*

ELIGIBILITY

SPECIALIZATIONS

Womens, Materials {Textiles +/Or Knitwear}, Digital Fabrication, Creative Technical Design

ELIGIBILITY

Full Time, Graduate (Ma/ Mfa) Fashion Students In Good Academic Standing Of An Accredited American College/ University

SCHOLARSHIP:

Final Year Tuition +/Or Thesis/ Final Year Education Expenses

AWARD:

1 \$25,000 Scholarship Award

Up to five (5) Geoffrey Beene Design Scholarship finalists will be invited to New York, to present their work person to a CFDA Member Selection Committee in May, 2017; The Selection Committee will select one (1) \$25,000 Scholarship Award to be announced in June 2017.

CRITERIA:

Mastery Of Experimental Technique Of Shape / Form / Material/ Process + Design Innovation

ENDORSEMENT:

The CFDA Will Accept Up To Five (5) Submissions Per Participating School As Selected/ Endorsed By The School Designated Dean/Chair/Director

TIMING:

School Endorsed Digital Portfolios + Applications Must Be Received By **Monday April 03, 2017**

SELECTION

PHASE 1: FINALISTS

In April 2017, up to five (5) Geoffrey Beene Design Scholar Finalists will be determined by a CFDA Selection Committee based on review of digital portfolio and application elements;

PHASE 2: CONCEPT CREATION

Up to five (5) Finalists will be asked to create one garment/ look in 3D for presentation to the CFDA Geoffrey Beene Selection Committee; Reinbursement of up to \$1000 will be provided to each finalists- towards materials and creation

PHASE 3: INTERVIEWS

In May 2017, each selected Geoffrey Beene Design Scholar Finalist will be invited by the CFDA to New York to present their 3D work and portfolio in person to the CFDA Selection Committee comprised of CFDA Members

PHASE 4: SELECTION

One (1) Geoffrey Beene Design Scholar will be selected by the committee for the \$25,000 Scholarship; with final decision and notifications in June 2017

The winner and the scholarship will be officially announced and presented at the annual CFDA Fashion Awards.