KMAC Couture is a wearable art runway show presented by KMAC Museum. It is the signature fundraiser for KMAC Museum that provides funding for the museum’s educational programs and exhibits.

This event offers a unique way to experience art and fashion by featuring and supporting emerging and established artists, costumers, designers, and milliners and showcases the extraordinary presentation of original couture pieces of wearable art and conceptual fashion designs.

KMAC Couture, April 16, 2022
Pre-show Cocktail Hour, 7:00p. KMAC Couture Runway Show, 8:30p. After Party Immediately Follows Runway Show

KMAC Museum is where Art is the Big Idea and Craft is the Process. KMAC is a contemporary art museum in downtown Louisville on Museum Row. Through exhibitions, education, and outreach, KMAC works to connect people to art and creative practice.
Marking its tenth anniversary in 2022, KMAC Couture launched in 2013 as a distinct fashion event that allowed KMAC to showcase its unique position as a contemporary art museum that celebrates ideas at the crossroads of art, craft, and design. Some participants over the years have invented their own textiles and employed unconventional materials that help push the boundaries of wearability, constructing work that can be both costume and sculpture. Others have created fantastical garments with a more functional and durable quality, but that are likewise extraordinary in how they explore the range of possibilities for artistic expression through the items we wear, canvasing the human body in limitless ways.

As we continue to honor the fullest range of creativity in our approach to KMAC Couture, for our tenth year we have chosen a theme that observes the spirit of anniversary and the accompanying feelings of great achievement, pride, joy, triumph, and remembrance. How do you imagine a garment that can reflect the look and feel of a birthday or the celebration of our annual collective trip around the sun on New Year’s? How could your school class reunion be encapsulated into a single outfit? Perhaps there is a favorite material that you’d like to work with from the list of traditional wedding anniversary gifts like 1st year for paper, 2nd year cotton, or 10th year aluminum. There are a vast number of possibilities for the materials and ideas that you can work with to explore this theme. Are you someone who enjoys commemorating the summer solstice or the autumn equinox? If so, then the yearly anniversaries for the changing seasons could be an inspiration for your design. As the artists and designers who make this event so dynamic and special, we want to celebrate this year with you. Create a look that conjures a favorite or important day that you celebrate or remember each year and help make our 10th anniversary of Art Walks the Runway a show to remember.
GUIDELINES

Submission does not guarantee selection. Past participation in KMAC Couture does not guarantee selection for this year’s event.

Artists may submit up to four designs. All artists must be 14 years of age or older. High School Students may submit multiple designs, but only one will be accepted. Each design can be created by multiple artists, please be sure to list additional names in space provided in submission.

Submissions may be made by “teams” of artists (more than one artist). No team may exceed three artists. Teams must pick a primary artist that will handle the submission. Communication on the acceptance status of the garment will be directed toward the primary artist. If selected for KMAC Couture, communication from KMAC Museum will be expanded to include the full team of Artists.

Artists selected for this year’s event who reside more than 100 miles outside of Louisville are not required to attend any of the events leading up to KMAC Couture. The KMAC Museum staff will keep the artists informed of all pertinent information.

Any accepted designer under the age of 18 will need to have signed parental permission in order to participate in the KMAC Couture process.

Artists selected for this year’s event will be eligible to apply for an Artist Stipend to be awarded solely based on cost of material(s), and the discretion of the KMAC Couture Committee and/or KMAC Museum.

Accepted entries will either be presented in runway format or fashion presentation/exhibit format.

All designs should be for an adult garment to be modeled by ages 14+.

Each design will need to withstand being taken on and off multiple times and move through standard doorways. There will be a height restriction for each garment as well. The height restriction will be announced in January, 2022.

KMAC accepts no responsibility for lost or damaged wearable art.

Artists are encouraged to recruit their own runway model(s) but it is preferred that the model have experience walking in a runway show. All models must be 14 years of age or older in order to participate in any aspect of the evening. All participating models under the age of 18 will need to have signed parental permission in order to participate in KMAC Couture.

The KMAC Couture team will provide models to artists that express need. Models will be selected by the KMAC Couture team by early February. KMAC will put the Artist in contact with the Model once one has been selected.
Artists are also responsible for developing all details of the finished look including hair, make-up and accessories. Stylists will be on hand during the event itself to assist with hair and make-up.

All accepted High School Student Artists and first time KMAC Couture Artists will be automatically admitted into the KMAC Couture Mentor Program. Each of these Artists will be paired with a Mentor (a fellow Artist or Arts Advocate) that will help guide the Artist through the construction process and offer advice or guidance in order to achieve completion of the garment. The KMAC Couture Mentor Program is a series of three personal check-ins (by phone, in-person or Skype) where the Artist and Mentor discuss the challenges and successes of the garment construction.

Artists will be asked by KMAC Museum to provide work-in-progress photos at various times during the construction process to show the progress of the garment. As part of this process, KMAC Curatorial Committee members and the artist may discuss the process of construction, and guidance may be provided concerning technique, material and realization. Failure to provide photos and participate in this process could result in the garment being removed from KMAC Couture.

At any time during the design process the Selection Committee reserves the right to remove a design from the runway show with valid reasoning, and at the discretion of the KMAC Couture Committee and/or KMAC Museum.

**CRITERIA**

Submissions are evaluated by the KMAC Couture Curatorial Committee.

The committee consists of KMAC Curatorial Staff, KMAC Board Members, and other art professionals. Evaluation will be based on the following criteria:

- Creativity
- Originality
- Feasibility
- Durability
- Design relevant to Curatorial Statement
- Innovation in use of technique and material
- Completeness of submission (see page x for full guidelines)
KMAC Couture Design Submissions will begin to be accepted on October 2, 2021.

Artists must submit all designs through the KMAC Museum website at KMACmuseum.org/KMAC-couture-submissions by midnight on Friday, December 4, 2021.

Design Submissions Must Include

– Artist Bio: A brief bio that tells us about you and your background and/or career in art/design.

– Resume/CV

– Sketch/Drawing of the design

– Description of technique to be used to achieve desired look

– List of materials to be used

– At least 1 paragraph relating the design to the curatorial statement

– Photos of previous work(s).

Provide 4 quality photos (front, back, side views and a detail shot showing a close-up on technique of previous work(s)). These images are used to verify you possess basic garment construction and artist experience.

Lack of completeness in submission will hinder design acceptance.
DATES

MANDATORY DATES*

Submissions Open Saturday, October 2, 2021
Submissions Close Saturday, December 4, 2021 (midnight)

If design is selected for KMAC Couture 2022:

KMAC Couture 2022 Selected Artist Info Session
Thursday, January 13, 2022 5:30p–7:30p
KMAC Museum, 715 W Main St, Louisville

KMAC Couture 2022 Dress Rehearsal
Thursday, April 14, 2022  (time and location TBA)

KMAC Couture 2022 Show Day
Saturday, April 16, 12p–10p at KMAC Museum
715 W Main St, Louisville

OPTIONAL DATES*

KMAC Couture Information Sessions
Thursday Oct 14, 2021
5:30p–6:30p or
Wednesday Oct 20, 2021
5:30p–6:30p
KMAC Museum
715 W Main St, Louisville

KMAC Couture Critique Sessions
Wednesday, Nov 3, 2021
5:30p–6:30p or
Monday, Nov 22, 2021
5:30p–6:30p
KMAC Museum
715 W Main St, Louisville

KMAC Couture Launch Party
Thursday, January 20, 2022
6:00p–8:00p
KMAC Museum
715 W Main St, Louisville

Are you considering submitting a design for KMAC Couture 2022, but have questions about the submission process and what is entailed if your design is accepted? This is a great informational session with KMAC Couture Committee Members and KMAC Museum Staff Members that will answer all of your questions.

*Dates and times are subject to change. Please check KMACmuseum.org for most up-to-date dates and times.

If you are in the process of creating your submission for KMAC Couture but want some constructive criticism to see if you’re headed in the right direction to get accepted into KMAC Couture, attending one of these sessions will give you the guidance you are seeking. Artists are encouraged to bring in sketches, materials and ideas of their design as they meet with KMAC Couture Mentors and Committee Members and receive opinions on their design from an outside eye.

*Dates and times are subject to change. Please check KMACmuseum.org for most up-to-date dates and times.

Come celebrate the KMAC Couture 2022 Selected Artists and view the sketches of their designs. This is a great kick-off event to toast the Couture Artists as they begin the construction of their garment.
When and how will I find out about my submission acceptance?
We will notify you via email (at the email address you provide on your submission) by the first week of January 2022. All Artists who submit will be notified of the acceptance status of their submission.

Are there any Artist discounts for KMAC Couture tickets for friends and/or family to attend KMAC Couture?
Yes, there will be a discount ticket code provided for each selected Couture 2022 artist. This discount code may be used by the artist’s friends and/or family. The artist does not need to purchase a ticket for the event since artists are backstage during the runway show. Details on the amount of the discount, the time the discount code may be used, and the location of the discounted seat(s) will be announced in early January 2022.

If I apply for an Artist stipend, what amount of funding can I expect?
The Artist Stipend is solely based on cost of materials at the discretion of the KMAC Couture Committee. Funds for the stipends are made possible through sponsorship and donations. Artist stipends may be applied for in January 2022 (on the Artist Information Form), once the design is accepted into KMAC Couture 2022.

What is the Debbie Huddleston-Mitchell Young Artist Award?
The Debbie Huddleston-Mitchell Young Artist Award provides one-time financial assistance to a high school senior or college student artist participating in KMAC Couture that is planning on or currently studying art at the college level. Student artists may apply for this award once selected for KMAC Couture. Details of the application process will be announced in January 2022.

If my design is selected for KMAC Couture 2022, may I model my own design during the event?
Yes. An artist may opt to be their own Model of their garment for KMAC Couture. That being said, we do encourage each Artist to consider using another person as a Model. This allows the Artist to experience garment construction and fitting for another person, that in many ways can help the Artist grow in their craft. Using another person as a Model also frees up the Artist on the day of KMAC Couture to solely focus on the garment and experiencing the various activities of the event. All Models must be 14 years of age or older. Models under the age of 18 must submit a signed parent/guardian consent form to KMAC Museum in order to participate in KMAC Couture.
I don’t want to model my own garment. How do I go about finding a model?
Selected artists in need of a model will indicate this on the Couture 2022 Artist Information Form that will be sent to artists along with their acceptance email early January 2022. KMAC Couture Committee and KMAC Museum Staff will hold a model call in February 2022 for all artists who indicate they require a model. Artists will be responsible for specifying requirements for their model, including measurements and other considerations. KMAC Museum strongly encourages artists to be as inclusive as possible in their model requirements so that individuals of all genders, sizes and abilities may apply.

What’s the difference between the runway show and pre-show cocktail presentation?
You may submit a design(s) to participate directly in the Runway Show and/or the Pre-Show Cocktail Presentation. All designs will be listed in the event program.

The Pre-Show Cocktail Presentation displays the garment on a Model in an exhibition style. This opportunity allows a more intimate setting where Artists can speak more in depth about their work and process to KMAC Couture Guests.

The Runway Show involves your design being displayed on a model in runway format.

I live outside the Louisville region, if my design is accepted into KMAC Couture, is there a way to get financial assistance for travel expenses?
Yes, if the Artist lives outside of the Louisville region, the Artist will have the opportunity to apply for a travel stipend to help defray the costs of travel for the day of KMAC Couture. Approval of the stipend and the amount awarded will be at the discretion of the KMAC Couture Committee and/or KMAC Museum. We realize there are many mandatory dates leading up to the day of KMAC Couture that Artists are expected to attend. If the Artist lives outside of the Louisville region, that Artist does not need to attend all of the mandatory dates except for the day of KMAC Couture.

What does it mean to consign my garment?
In addition to your acceptance to KMAC Couture you have the option to consign your design. If you choose to consign, the sale must be transacted through KMAC Museum and a portion of the proceeds will be split between the Artist and KMAC Museum. The Artist will be asked to set the sale price of the garment. The percentage split of the sale will be set by KMAC Museum and announced to the Artist before the Artist needs to commit to consigning the garment. The garment will be available for purchase after KMAC Couture 2022. Consigning your garment is voluntary.
MUSEUM HOURS
Wednesday - Sunday 10a-5p
Monday & Tuesday CLOSED
715 W Main St Louisville, Ky 40202
KMACmuseum.org 502.589.0102

STILL HAVE QUESTIONS? PLEASE EMAIL US AT
COUTURE@KMACmuseum.org

FOLLOW US ON FACEBOOK & INSTAGRAM
facebook.com/KMACcouture
@KMACcouture

SEE PAST YEARS’ EVENT PHOTOS
& VIDEOS ON OUR WEBSITE
KMACmuseum.org/couture

IMAGE CREDITS IN ORDER OF APPEARANCE

FRONT COVER
Artist: Jessica Sharp
Model: Jasmine Graham

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Artist: Haylen Wehr
Model: Elizabeth Robinson

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Artist: Abby Fadel
Model: Bethany Smilely

PAGE 10
Artist: Ed Taylor
Model: Dezaray Nicks

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