



**GIVE  
BACK  
CREDIT**

# **CREATIVE RESIDENCES PROPOSAL**



Co-funded by the  
Creative Europe Programme  
of the European Union

## **Call for Proposals – Scottish Tartan & Romanian Blouse**

The “Give (Back) Credit to the Heritage Communities” cultural cooperation project seeks to reposition the value of cultural craft within the fashion system and proposes a new collaborative and considered approach to the creative process. We understand that the prevalence of culturally appropriated products in today’s fashion industry is in part due to the deterioration of the creative process, but also the limited protections which legally and financially favor the designer over the community that is being appropriated. The importance of restoring control and recognition to makers of heritage products is imperative to preserve this endangered knowledge and promote an alternative to the destructive transactional relationships in the fashion system.

Our creative residencies are at the center of our proposal because we strongly believe that the creative collaborative process is key to explore and structure correctly to remove cultural appropriation from fashion and restore control of craft and narrative to the heritage communities.

The “Give (Back) Credit to the Heritage Communities” project has been produced with the support of the Creative Europe program of the European Union.

### **About the Call for Proposals**

We are searching for either two independent fashion designers, or representatives of a fashion brand to work alongside our traditional artisans and artisanal tartan makers starting with a two-week residency in August 2021 in Romania and Scotland. Due to current sanitary situation, we are only able to accept a solo designer to attend per each residency.

Our designer finalists will be provided the unique opportunity to observe the authentic craftsmanship and learn about the profound meanings of the Romanian blouse and Scottish Tartan. It is a chance to build fairness and sustainability into the design process whilst creating a 6-9 piece collection from authentic knowledge and textile. The “Give (Back) Credit to the Heritage Communities” project will cover the costs of the Creative Residency including travel from Europe, accommodation, designer & artisans compensations, and the production of the resulting collection.

We are looking for two designers who share our belief system, are able to work collaboratively with artisans and promote equality and partnerships. Before applying, please ensure you are available for the entire project (see ‘The proposed timeline of involvement’ section) of which the residency is the starting point.

## The proposed timeline of involvement

Deadline for applications: 8th of July 2021

Winner announcement: 12th July 2021

Residency dates: 1st August 2021 - 14th August 2021 (Tartan)  
& 16th August - 30th August 2021 (Romanian blouse)\*

Designer and Artisan collaborative work, remotely: September - November 2021\*

Artisan production: December 2021 - February 2022\*

Cut & Sew production: February - Start of May 2022\*

Imaging & Art Direction: May - June 2022\*

Presentation at Ethnology Fest: 22nd June 2022

Further exhibitions and locations tbc.

\*Please note that these elements of the timeline are estimated and finalists can expect further detail and confirmations once selected.

## How to apply

Please carefully follow the information in the 'Guidance for Proposals' section before sending the following in PDF format to [contact@givebackcredit.org](mailto:contact@givebackcredit.org), by midnight (Central European time) 8th of July 2021.

1. The Design Proposal (Visual)
2. The Design Proposal (Written)
3. Personal Statement
4. CV
5. Portfolio

You must label all attachments with your name (see 'Guidance for proposal' for specific instructions) and include a contact telephone number and postal address in the submission email.

## Guidance for proposals

The Scottish tartan and the Romanian Blouse have an important and captivating history, which has sometimes been separated from the cloth in fashion interpretations. The design proposals must incorporate the inherent functionality of the tartan and the Romanian blouse, as well as being respectful of the symbolism and history, whilst avoiding a costume-like interpretation.

There are 5 elements (see below) of the proposal which must be submitted for consideration. You must name your file(s) with your name; first name and family name e.g. Joe Bloggs. You will need to attach any submission document(s) to your email as PDF documents. Please ensure you provide a contact telephone number and postal address in the email text.

Submissions must be emailed to [contact@givebackcredit.org](mailto:contact@givebackcredit.org) by midnight (UK time) 8th of July 2021 with ROMANIAN BLOUSE or TARTAN in the subject line. If you want to submit two proposals for both Creative Residencies, please send two separate emails for each of them.

### 1. The design proposal (Visual)

In a maximum of 2 pages please visually express your design direction for the 6-9 piece collection based on the Scottish Tartan or Romanian Blouse via a conceptual mood-board. You may provide keywords or a supporting paragraph alongside the visuals. This exercise helps us to understand your design sense and aesthetic qualities. It is important to note that if successful, your design direction for the collection is expected to be expanded upon and adapted following the Creative Residency, and the subsequent creative collaboration.

### 2. The design proposal (Written)

In a maximum of 600 words please provide a written explanation to support your visual design proposal. You will want to foreground key research and thematic underpinnings for your design direction. Please also expand on your proposal for working collaboratively with the artisans, and how you will ensure you build fairness and conscientiousness into your creative process.

### 3. Personal Statement

In maximum 600 words please express your interest in this project and any previous or personal experience with the subject of cultural appropriation, working with culturally significant design or themes. Please include all relevant design experience, especially foregrounding any past collaborative experience.

### 4. CV

Please attach a maximum 2-page CV.

### 5. Portfolio

Maximum of 5 pages of PDF, or a portfolio website link demonstrating visual representations of previous work.

## Information on the partners for the project

In 2017, La blouse Roumaine community started the #GiveCredit campaign, as a response to Tory Burch's 2018 resort collection which included a copy of a Romanian Coat from the Oltenia region, that was described as African inspiration. The same year Christian Dior copied a traditional Romanian sheepskin vest from Beius, Bihor County, and presented it in their Pre-Fall 2017 collection as a "Bohemian Vest", the #BihorNotDior campaign was launched and received international support. Ever since, the #GiveCredit Instagram and Facebook accounts have been raising awareness about similar cases of cultural design plagiarism and appropriation. In fact, with every season, new cases of so-called "cultural appropriation" appear and, so far, we have not seen actual solutions put in place. On one hand, these practices are clearly controversial, and the fashion industry should at least give credit to the originating communities and creators. On the other hand, there is not much legal certainty in respect to what protection mechanism could be enforced for the preservation of this often-intangible heritage. This project aims to work out a more balanced and constructive approach whilst using this opportunity to revive, repurpose and reward the European-wide sector of textile craftsmanship. Such a complex issue needs to be addressed from different angles and the resulting solutions ought to be realistic and profitable to both the artisan communities and the fashion labels. As a final outcome of the project, we could help the fashion industry turn towards a more responsible approach and, at the same time, open new opportunities for the European artisans and craftsmen to get involved. This project is proposed by La Blouse Roumaine, supported by the Romanian Institute for Cultural Heritage, The University for Creative Arts Epsom (UK) and Gordana Grubjesic (Serbia).

"Give (Back) Credit to the Heritage Communities" project is co-financed by the Creative Europe Program of the European Union.

The Creative Residencies are organized by Gordana Grubjesic (Republic of Serbia), La Blouse Roumaine IA Association (Romania), National Institute of Heritage (Romania) and The University for the Creative Arts (UK).

## Contact

Francesca Sheldon - Project coordinator from The University for the Creative Arts (TARTAN) [fran@givebackcredit.org](mailto:fran@givebackcredit.org)

Andreea Tănăsescu - GBC project coordinator, La Blouse Roumaine IA Association (Romanian blouse) [contact@givebackcredit.org](mailto:contact@givebackcredit.org)

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**IA**  
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University  
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GORDANA GRUBJEŠIĆ



National Institute of  
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