

ART AND DESIGN RUNWAY CHALLENGE IN CELEBRATION OF 50 YEARS OF CONSERVATION



In celebration of the 50th anniversary of the Los Angeles Zoo and Botanical Gardens, Moda 360 will feature a special runway event highlighting the Zoo's international conservation programs, protecting the wildlife and habitats of endangered species on virtually every continent. Moda 360 is issuing a call to artists and designers to create runway looks that express the species or habitats the L.A. Zoo works to protect and preserve. The designs will be presented in a special, sustainable runway show.

In November 2016, the Los Angeles Zoo and Botanical Gardens marks its 50th anniversary with a "ZooLABration" of its November 28, 1966, opening that spotlights not only its key role as a world-class



destination and an important community asset but also its critical successes in conservation, quality of life and premier care for animals. The landmark Los Angeles Zoo and Botanical Gardens, drawing nearly 1.8 million visitors each year, is home to a diverse collection of 1,100 animals representing 250 different species, many of which are rare or endangered, as well as a botanical collection comprising over 800 different plant species with approximately 7,000 individual plants. Accredited by the Association of Zoos and Aquariums (AZA), whose members meet rigorous professional standards for animal welfare, the Zoo has achieved renown as an international leader in the preservation of endangered species and a

conservation center for the care and study of wildlife.

THE CHALLENGE

Create full looks, separates or accessories that express the species or the habitats that are part of the Los Angeles Zoo and Botanical Gardens conservation program. Information about the conservation program may be found at <http://www.lazoo.org/conservation-projects/>

GUIDELINES:

- All work must be made of sustainable materials, NO ANIMAL PRODUCTS.
- Work must relate to or express an aspect of the animal species or their habitats
- Sketches or photos of submissions are due by April 1, pieces must be finished by July 1
- A short explanation of the work must accompany the submissions, including the species or habitat reference and sustainability of the work

Participants receive:

- Pre- and post Moda 360 publicity
- Participant listing on the Moda 360 website
- Extensive publicity for the runway event
- Opportunity to participate in an LA Zoo Facebook Live event

The Zoo and Moda 360 will select the final pieces for the runway. There is no fee to submit ideas, participation fees are as follows:

- Full Look: \$300
- Separate (top or bottom): \$150
- Accessories: \$75

Both Moda 360 and the Los Angeles Zoo will be heavily promoting the runway event to public, press and professionals. The New Mart, host of Moda 360, is owned by The Ben and Joyce Eisenberg Foundation, a non-profit organization which supports a number of charities around the world. The Los Angeles Zoo and Botanical Gardens is supported by this foundation, and a portion of the proceeds from Moda 360 go to the Foundation to support their charitable work, including the LA Zoo.

We invite you to participate in this wonderful event and celebrate the vital work the LA Zoo performs around the globe to save our planet and its inhabitants.