

APPROVED

By Minutes of the meeting of the
Council of the ATLNPP Fund
dated 02.21.2020 No. 3

PROVISION OF THE SECOND INTERNATIONAL COMPETITION «ATOM COUTURE»

1. General terms

1.1. The founder of the Second International Competition "Atom-Couture" (hereinafter referred to as the Competition) in 2020 is the Municipal Development Assistance Fund "Association of Territories for the Location of Nuclear Power Plants" (hereinafter referred to as the ATL NPP Fund).

1.2. The competition is dedicated to the 75th anniversary of Victory in the Great Patriotic War and the 75th anniversary of the nuclear industry in the Russian Federation.

1.3. Slogan of the Competition is «Fashion at Atom».

1.4.1.4. The competition is supported by the Agency for Strategic initiatives under the President of the Russian Federation, State Corporation «Rosatom», «Rosenergoatom» JSC (hereinafter referred to as the Rosenergoatom), the Rosenergoatom's branches - operating and under construction nuclear plants, the RSU named after A.N. Kosygin, Cultural and educational fund "Magic of Fashion", IPO "Association of High Fashion and pret-a-porte", administrations of municipalities of the location of nuclear power plants in the Russian Federation, administrations of foreign twinned cities from Belarus, Hungary.

1.5. The general management of the Competition is carried out by Netyaga Nikolay Nikolaevich, the Chairman of the ATL NPP Fund.

1.6. This provision defines the organization and conditions of the Competition.

1.7. Official information about the competition is posted on the official site of the ATL NPP Fund and the Rosenergoatom 's official website www.rosenergoatom.ru.

2. Purpose and objectives

2.1. The aim of the competition is to involve employees of the organizations and residents of the territories of the Russian nuclear power plants in the development of key areas of the nuclear industry, corporate culture, the formation of a single effective environment for workers of the organizations and residents of the cities of the nuclear industry in the Russian Federation and also the distribution of the best social practices of «Rosatom» State Corporation in foreign twinned cities including the territories where Russian-designed nuclear power plants are built.

2.2. The key objectives of the Competition are:

2.2.1. Search and support for talented children in the field of design, development of their abilities; providing opportunities for communication with famous Russian and foreign designers, fashion designers, and artists; master classes; vocational guidance.

2.2.2. Development by young designers of the "Clothing of the World" collection for nuclear workers and members of their families.

2.2.3. Raising awareness among residents of the cities of nuclear power plants location about the Rosenergoatom's activities to support social initiatives.

2.2.4. Involvement of the residents into the social project activities realized by the State Corporation according to the values, methods and performance measurement system adopted by the Rosenergoatom; development of the leadership potential of "change teams" (active citizens involved into social project activities).

3. The main directions of the competition

3.1. The competition has four steps.

3.1.1. The first step includes two events.

First event

The «Atom Couture» competition is based on five basic nominations, and also on 11 nominations from fashion industry professionals and competition organizers.

Basic nominations

First nomination – «Atom logo».

Participants are invited to develop a logo with the slogan "Fashion at atom" for its further use in different accessories: buttons, cuff link, brooches, breloques, necklaces, earrings, etc., and for the whole project

Second nomination – «Working atom».

Participants draw designs of modern work / professional clothes for employees of nuclear plants and other nuclear enterprises of Rosatom, which is designed to help to achieve the highest production results. Clothing should be comfortable and beautiful.

Third nomination – «Business atom».

It's a business (corporate / official) clothing emphasizing the employee's affiliation with the industry and reflecting his leadership position. When creating this clothing, it's necessary to take into account the rules of business etiquette, modernity and ergonomics.

Fourth nomination – «Festive atom».

Participants are invited to create designs of a modern everyday or holiday costume, reflecting new life of a person, digital technologies.

Fifth nomination – «Our answer to adults».

Participants draw designs of children's and youth clothes, expressing their author's vision of the appearance of a child or teenager.

Nominations from fashion industry professionals and competition organizers.

First nomination – «Mother's dress». It is established by Svetlana Alekseevna Gnatush, designer, member of the Creative union of artists of the Russian Federation, member of the Union of designers of the Russian Federation, laureate of the competition «the Russian Couturier» (Moscow), laureate of the competition «Voice of Asia!» (Almaty), laureate of art competition (Poland), holder of the title «Master - Golden Hands»."

Participants are invited to create a dress for mother, which would represent a world without war, a happy life.

Special conditions for the nomination: a young designer must draw not only a dress, but also create an embroidery and draw it on a separate sheet of A4 format. This nomination is held within the framework of the collection created by Svetlana Gnatush with the same name «Mother's dress». It's a recreation of dresses with embroidery elements of past years.

Second nomination – «Atomic Doll» (as part of the dolls competition). It is established by Lana Letta, honorary President of the Cultural Fund of the development of dolls' art «DOLLS OF THE WORLD».

Participants represent a doll made from any materials and in any technique. The most important is that it should be the personification of the Peace on Earth.

Third nomination – «Atomic crafts» (within the framework of the craft competition). It's established by Alexander Sergeyevich Sakov, general director of the «Craft Traditions», JSC.

Participants make palatines, jabots, ties, scarves with embroidery and lace, knitted accessories, breloques, brooches, rings and earrings, belt buckles and also jewelry boxes, etc. Participants can use any techniques, any materials, reflecting the folk traditions and originality of the Russian culture and the countries participating in the project.

Artists will choose the best works of young designers and award winners with valuable prizes.

Fourth nomination – «Atomic accessories » (within the framework of the craft competition). It's established by the Department for work with regions and agencies of government of «Rosenergoatom», JSC. Participants create male and female accessories that represent atomic fashion.

Fourth nomination – «Atomic necklace» (within the framework of a craft competition). Participants create pin atoms from which an atomic necklace is made. The nomination is established by Katica Liska, Serbian ceramic artist. The best pins will be awarded with an international prize - a five-day internship abroad

Fifth nomination – « Heritage ». It is established for the second time by Natalia Borisovna Kozlova, costume historian, international fashion writer, television journalist, writer, laureate of the 2018 Moscow prize for literature and art, President of the Cultural and Educational Fund «Magic of Fashion». The author will mark the best work in any nomination with a special prize.

Sixth nomination – «Atomic designer». It's established for the second time by the RSU named after A.N. Kosygin. The most talented participant will receive a prize from the RSU named after A.N. Kosygin.

Seventh nomination – «Atomic fashion week». It's established by the organizers of the fashion week in Moscow.

Eighth nomination – «International level». It's established by the international community of creative people - designers, artists, representatives of the fashion industry, etc. The young designer will win this nomination, whose work according to the community, can claim the international level and represent Russia in other countries.

Ninth nomination – «I look up to you». It's established by «Rosenergoatom» JSC. This nomination is for teachers whose children will become winners of the project.

Tenth nomination – «People's voice». One participant from each territory wins in this category, for whom the citizens of atomic cities give the largest number of votes by open vote. It is established by the ATL NPP Fund.

Eleventh nomination – «Dress a star». It is established by Tsyganova Julia Sergeevna, author of the project, designer, general director of Grand Group, LLC. In this nomination children develop a stage costume for a popular artist. The artist demonstrates a stage costume during the Fashion Week in Moscow.

Second event. Visiting master classes for participants.

Specialists will be sent to each city that takes a participant in the competition: artists, designers, fashion industry leaders who will share their experience and organize thematic workshops.

3.1.2. The second step has three events.

First event. Development of a collection based on designs that have become winners in all areas, including preparation of technical specifications, production of clothing models.

Collections are sewn in the cities participating in the project at the expense of the project. Atelier selection for sewing will be carried out by members of the competition jury at the request of the project curators from the cities of the NPP location. After completion of the work each atelier, workshop, etc. will receive «the Atom-couture quality» certificate.

Second event. Organization of the exhibition from dolls-winners for exhibiting in all cities of the NPP presence.

Third event. Formation of the exhibition of accessories-winners for exhibiting in all cities of the NPP presence.

3.1.3. The third step includes three events.

First event. Creative session for winners (held in Moscow).

Session's program:

- unique lectures from designers, fashion designers, artists;
- attendance at Fashion Houses of famous couturiers;
- attendance at Fashion Week in Moscow;
- attendance at thematic museums;
- attendance at the RSU named after A.N. Kosygin with author's lectures on the subject of the competition;
- master classes from the holders of unique and almost forgotten techniques of folk crafts;
- excursions in Moscow.

Second event. Official awards ceremony with a show of clothes collection made on the basis of design drawings of winners and dolls made by winners within the framework of the Fashion Week in Moscow in Gostiny Dvor.

Third event. Fashion shows in the participating cities of the doll exhibition, accessories exhibition, «Fashion at atom» collection. In visiting shows the role of models will be played by children - citizens of nuclear cities. Also, participants can try their hand as photographers and stylists under the guidance of professionals.

3.1.4. The fourth step includes three events.

First event. Edition of the catalogue with models of clothes and photos of the authors.

Second event. Making a video and posting it on YouTube.

Third event. Edition of a fashion guide book for children and adults. Young participants will also be involved in the work on the guidebook.

4. The terms of participation

At least 5 and no more than 15 works are accepted from one participant. It's for a draft competition; from 1 to 5 works are for competition "Doll of the World" and "Crafts of the World". The paper format for the draft competition is A4, the paper color is white whatman, the draft technique is any (paints, pencils, pastels, markers, computer graphics, collage, etc.).

Each territory will be given a technical task - moodboard ("mood palette"): a visual representation of a design project, which consists of images, color palette, etc. The main priority is that the color scheme of each region must correspond to historical traditions.

Works must be scanned (for clothing designs) or photographed (for dolls and accessories) and sent by competition email: atommoda@mail.ru. In the letter you must attach a table with brief information about yourself: your full name, age, city, school, class, full name of project manager, hobbies, contact information (phone number and email address). You must also send a video greeting in which you should tell about yourself. Participants who do not send all the necessary information are not allowed to the Competition.

Each territory, individual participant or creative team can participate both in all nominations, except special ones (winners in special nominations are selected by authors of nominations), and in one of the proposed nominations.

5. Participants

5.1. Competition participants are children living in municipalities: Balakovo municipal district of the Saratov region, Bilibino municipal region and the town of Pevek of the Chukotka Autonomous Region, the city of Volgodonsk and the Dubovsk district of the Rostov region, the town of Desnogorsk and the Roslavl district of the Smolensk region, the city district of Zarechny of the Sverdlovsk region, the town of Kurchatov of the Kursk region, the town of Novovoronezh of the Voronezh region, the city of Obninsk of the Kaluga region, the town of Polyarnye Zori of the Murmansk region, Sosnovoborsky town district of the Leningrad region, Udomelsky town district of the Tver region, Neman town district and the town of Sovetsk of the Kaliningrad region, the city of Moscow (for central office staff), as well as in foreign twinned cities from Hungary, Belarus.

3.2. Participants are divided into two age groups: the first group is from age 10 to 13 years old, the second one is from age 14 to 17 years old.

6. Competition jury

6.1. Co-Chairs of the competition jury:

- Tkebuchava Dzhumberi Leontovich is the first deputy of the general director for Corporate Functions of «Rosenergoatom», JSC;
- Belogorodsky Valery Savelyevich is a rector of the RSU named after A.N. Kosygina, doctor of sociology, professor, laureate of the RF Government Prize in science, vice-president of the National Academy of Fashion Industry, honorary member of the Russian Academy of Arts;
- Kozlova Natalia Borisovna is a costume historian, international fashion writer, television journalist, writer, President of the Cultural and educational fund «Magic of Fashion»., laureate of the 2018 Moscow Prize for literature and art.

The functions of the co-chairs of the competition jury: they manage the work of the competition commission, control the implementation of the decisions of the competition jury and sign the minutes of the meetings of the competition jury.

6.2. Members of the competition jury:

- Budantseva Tamara Ivanovna is a fashion designer, honorary teacher;
- Volkodaeva Irina Borisovna is a chair of environmental design of the RSU named after A.N. Kosygina, candidate of technical sciences, professor, member of the Moscow Union of artists, member of the Union of Russian Designers;
- Gerunova Ekaterina Vladimirovna is a fashion designer, designer;
- Gnatush Svetlana Alekseevna is a fashion designer, member of the Creative union of Russian artists, member of the Union of Russian designers, laureate of the «Russian Couturier» competition (Moscow), laureate of the competition «Voice of Asia!» (Almaty), laureate of art competition (Poland), holder of the title «Master - Golden Hands».
- Gurova Ekaterina Aleksandrovna is a director of the Institute of Design, candidate of art history, member of the International Union of Designers, member of the Creative Union of Russian Artists;
- Dadasheva Elnara Salladinovna is a vice-president of the Association of high fashion and pret-a-porte;
- Kaloshina Alexandra Evgenievna is a founder of the «Sol studio textile group» textile companies group;
 - Klimova Svetlana is a fashion designer, dolls' master, multiple winner of the international doll's shows;
 - Konysheva Oksana Vasilievna is a chief of the «Rosatom Culture Territory» project of the Rosatom State Corporation;
 - Kraft Albina is a fashion designer from Germany, participant and multiple laureate of competitions and projects, the author of costumes for the Olympics-80;
 - Lakhina Olga Pavlovna is a member of the Management Board of the «DOLLS OF THE WORLD» Fund, editor-in-chief of the magazine «Doll's Master»;
 - Lana Letta is an honorary President of the Cultural Fund of the development of dolls' art «DOLLS OF THE WORLD»
 - Katica Liska is a ceramic artist from Serbia;

- Myzina Irina Viktorovna is a member of the Board of the “DOLLS OF THE WORLD” Fund, director of the Vakhtanov Doll Gallery;
- Razvodova Tatyana Viktorovna is a fashion designer, head of the children's fashion theater of the town of Gvardeysk, multiple laureate of the «Design+» competition, honorary teacher;
- Sakov Alexander Sergeevich is a general director of the “Traditions of Crafts” JSC;
- Smirnova Larisa Petrovna is a designer, member of the International Organization “IPO Union of Designers”, candidate of art history, chief of «Costume and Accessories Design» department of Institute of Design of the RSU named after A.N. Kosygin;
- Tomayly Igor Ilyich is an artist, art director of the Fashion House of Vyacheslav Zaitsev;
- Tsyganova Julia Sergeevna is a fashion designer, twice laureate of the professional design competition «Slavic silhouettes», laureate of the Forum «Slava Zaytsev. World of art» and the Competition of professional designers named after Nadezhda Lamanova, winner of the nomination in the field of fashion, beauty and art Slava Zaitsev Fashion & Beauty Awards 2019, member of the Union of Journalists of the Russian Federation;
- Churilova Svetlana Viktorovna is an executive secretary of the ATL NPP Fund;
- Shurochkova Natalia Valeryevna is a head of the «Rosatom School» project of the Rosatom State Corporation;
- Yashchuk Evgeny Valerievich is a senior vice president of the Association of high fashion and pret-a-porte.

The functions of the members of the competition jury: they realize master classes, select participants, manage work within the framework of the project, and identify the winners of the competition.

6.3. Project Coordinators:

- Tsyganova Julia Sergeevna is an author of the project, general director of Grand-Group LLC;
- Titova Natalya Vasilyevna is a chief expert of the department for work with regions and government agencies of «Rosenergoatom », JSC.

Functions of the project coordinators: coordinate the work of the members of the competition jury; coordinate the preparation of a review of the submitted materials; prepare agendas for meetings of the competition jury, documents and draft decisions; keep a minute of the meetings of the commission; provide document management and realize control over the deadlines for the implementation of decisions of the competition jury.

7. Evaluation criteria

7.1. Decisions of the commission are made by a simple majority of votes. If the votes are equal, the votes of the co-chairs of the competitive commission are decisive.

7.2. Participants are divided into two age groups: from age 10 to 13 years old and from age 14 to 17 years old;

7.3. Participants are evaluated separately for each age group.

7.4. Winners are selected in each area:

- for Russian participants 3 winners (in each nomination) are selected;
- for foreign participants 5 winners from the country (total not more than 30 winners) are selected.

8. Prize fund for winners

8.1. For the winners of the Competition the following prize fund is established:

- a trip to Moscow for the Creative session for the winners;
 - unique lectures from designers, fashion designers, artists;
 - excursion to the RSU named after A.N. Kosygin with author's lectures on the subject of the competition;
 - attendance at thematic museums;
 - attendance at Fashion Week fashion in Moscow;
 - master classes from the owners of unique and almost forgotten techniques of folk crafts;
 - memorable awards (statuettes, certificate);
 - excursions in Moscow.
- all winners of the Competition have an opportunity to participate in the fashion show of clothes made on the basis of designs of the winners and the exhibition of dolls made by the winners in October 2020 within the framework of Fashion Week in Moscow.

8.2. Prizes from experts of the competition are also established:

8.2.1. Nomination «Mother's dress»: the winner is awarded with embroidery made by Svetlana Gnatush, fashion designer, based on a design by a young designer.

8.2.2. Nomination «Atomic Doll»: several authors of the best dolls are awarded with participation in an exhibition in Moscow (by decision of Lana Letta).

8.2.3. Nomination «Atomic Crafts» (within the framework of a craft competition): one or more participants are awarded by decision of the author of the nomination.

8.2.4. Nomination «Heritage»: the best participant is awarded (by decision of the author).

8.2.5. Nomination «Atomic Designer»: up to five of the best participants are awarded with an additional 8 points in the RSU named after A.N. Kosygin enrolment (by decision of the RSU named after A.N. Kosygin).

8.2.6. Nomination «Atomic necklace» (within the framework of a craft competition): one or more of the best participants will be awarded by decision of the author.

8.2.7. Nomination "Atomic Fashion Week":

- a trip to Paris or Milan for Fashion Week is for the first place;
- a trip to the Russian Fashion Week in one of the cities is for the second place.

8.2.8. Nomination "International level": the best participant is awarded by an internship with a Hungarian designer - Silka. If a designer from Hungary wins in this nomination, this winner will undertake an internship in Moscow with a Russian designer.

8.2.9. Nomination «I look up to you»: all teachers whose children won are awarded with a diploma and a cash prize.

8.2.10. Nomination «People's Voice»: one participant from each city is awarded, for whom the citizens of atomic cities will give the most votes by open vote. Winners receive cash prizes.

8.2.11. Nomination «Dress a Star»: a participant is awarded (by decision of the author of the nomination).

Also, all winners will receive as a gift a catalog with clothing models and photos of the authors and a fashion guide book for children and adults created jointly with young participants of the project.

9. Dates

9.1 The project is realized in several stages:

9.1.1. Making design drawings is from February, 21 to April 30, 2020;

9.1.2. Making dolls is from February, 21 to April 30, 2020;

9.1.3. Craft Competition is from February, 21 to April 30, 2020

9.1.3. Summing up the results of all nominations of the competition is from May, 01 to May 15, 2020

9.1.4. Production of technical drawings of the «Fashion at Atom» collection is from May, 16 to May 31, 2020

9.1.5. Creation of the «Fashion at Atom» collection is up to September 30, 2020.

9.1.6. Collection and exhibition of dolls show is the end of October 2020.1

10. Final provisions

10.1. The Fund reserves the right to use the works submitted for participation in the Competition, and the information about them for free posting on the Internet, in television and radio broadcasts, on outdoor advertising media, for decorating the buildings of the Rosenergoatom and the Rosatom State Corporation, in socially important events on the territory of the Russian Federation, as well as in publications in the print media, including those that are dedicated to this Competition, and also for other non-commercial purposes, with the obligatory indication of the name of the author (co-authors) of the work.

10.2. Submission of works for participation in the Competition means the consent of the authors and their legal representatives with the terms of the Competition.

In the event that third parties, including copyright holders and related rights claims to the work presented, the participant undertakes to resolve the questions personally and at their own expense.

Appendix 1

Participant of the Second International Competition «ATOM COUTURE»

City	Participant full name and contacts	Age	Clothes size	School #	Teacher's full name and contacts	Nomination	Short information about a participant, photo, video with the greetings