



News Release

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2010 AATCC CONCEPT 2 CONSUMER[®] DESIGN COMPETITION FINALISTS ANNOUNCEMENT

RESEARCH TRIANGLE PARK, N.C., USA, Thursday, February 18, 2010—

The finalists have been named for the 2010 AATCC C2C Design Competition for students.

AATCC launched its sixth annual design competition in August 2009, and received 70 entries from 16 schools. *Summer Bling!* gave students the challenge of creating a fabric or product design for pool and beachwear based on the color palettes from the Pantone View Colour Planner Summer 2010 ‘*magic*’. Student designers were required to incorporate three-dimensional surface embellishments in their collections. Entries included embellishments anywhere from beading and embroidery to knotting and smocking.

Keep an eye out for the announcement of the winners on March 18. Prizes include first place cash awards of US\$1,000 along with a copy of Pantone’s Cotton Passport, and US\$500 awards for second place in both the fabric and product design categories.

Fabric Design Challenge Finalists

- *Santeria* by Prisca Milliance, Drexel University
- *Seaside Serenity* by Laura Jefferson, University of Wisconsin, Madison
- *Shamanism-Spirit of the Summer* by Sarah Buck Mueller, Drexel University
- *Supernatural Surroundings* by Kira Grebel and Megan Wendt, University of Wisconsin, Stout
- *When the Sun Goes Down* by Sarah Schumacher, University of Wisconsin, Stout

Product Design Challenge Finalists

- *Beachwear Indulgence* by Maria Poust, Illinois State University
- *Enchanted Gems* by Lyndsey Loveberry, Central Michigan University
- *Hot Hot Hot* by Courtney Fitzpatrick, Cornell University
- *Tide Me Over* by Emily B. Parks, Illinois State University
- *Tropical Mosaic Garden* by Anuradha Lingala, Cornell University

AATCC would like to extend its appreciation to the preliminary judges:

- **Carrie McDermitt**, CAM, Owner/Designer
- **Grace Santucci**, Springs Creative, Stylist for Craft & Apparel Design
- **Jeff Bagwell**, Target Corporation, Sr. CAD Designer
- **Kate Sykes**, Springs Creative, Digital Stylist for Craft & Apparel Design
- **Meir Erani**, DesignTech Services, President
- **Steve Greenberg**, Point Carré, Vice President
- **Tiffany M. Eubanks**, Inspired Digital Solutions, Owner/Designer

Finalists will submit story boards and final products for judging on March 16, at the AATCC Technical Center. Congratulations to everyone who participated this year and special congratulations to our finalists! For complete competition details and brochure, visit

<http://www.aatcc.org/members/students/competitions.cfm>.

ABOUT AATCC: *AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for members in about 60 countries throughout the world.*

Photos of the winning entries are available online at

http://www.aatcc.org/members/students/2010_c2c_finalists.cfm

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