



News Release

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2011 AATCC Concept 2 Consumer[®] Design Competition Winners Announced

RESEARCH TRIANGLE PARK, N.C., USA, May 27, 2011—AATCC announces the winners of the 2011 AATCC Concept 2 Consumer[®] Design Competition for students!

AATCC launched its seventh annual design competition in October 2010, and received 71 entries from 17 schools. *Eco Chic Bag* challenged students to lend their creative touch to the growing market for reusable shopping bags and create a marriage between style and sustainability. Colors were based on seasonal palettes provided by Pantone.

Prizes include a first place cash award of US\$1,000 along with a copy of Pantone's Cotton Planner, a US\$750 award for second place, two US\$100 awards for honorable mentions, and all winning bags printed and constructed by Textile Technology Clothing Center ([TC]²).

- **1st Place:** [Surrounded by Abigail Scheer](#), Rhode Island School of Design
- **2nd Place:** [Metamorphosis by Ellen Johnson](#), University of Wisconsin-Stout
- **Honorable Mentions:**
 - [Golden Harvest by Alicia Hinz](#), University of Wisconsin-Stout
 - [Nature's Focus by Christina Assuncao](#), Syracuse University

AATCC would like to extend appreciation to all judges:

Danielle Hazen, Spoonflower Inc.

Jeana Hatch, Cotton Incorporated

Kerry M. King, Textile Clothing Technology Corporation [TC]²

Mary Brannon, Fashion Institute of Design & Merchandising (FIDM)

Vita Plume, North Carolina State University

See photos of the winning entries at
<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 its members around the world. Additional information is available at www.aatcc.org.

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