



AATCC

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2011 AATCC Concept 2 Consumer® Design Competition Winners Announced

The winners have been chosen for the 2011 AATCC C2C Design Competition for students!

AATCC launched its seventh annual design competition in October 2010, and received 71 entries from 17 schools. *Eco Chic Bag* presented students with the challenge to lend their creative touch to the growing market for reusable shopping bags and create a marriage between style and sustainability. All colors used were inspired by one of the color palettes from the Pantone® View Colour Planner Summer 2011 'symmetry'.

Prizes include first place cash award of US\$1,000 along with a copy of Pantone's Cotton Planner, www.pantone.com, 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 our appreciation to all judges:

Danielle Hazen, Spoonflower Inc., Research Associate

Jeana Fitzgerald, Cotton Incorporated, Manager Product Development

Kerry M. King, Textile Clothing Technology Corporation [TC]², Manager of Product Development and Sustainability Initiatives

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

Vita Plume, North Carolina State University, Associate Professor, Art & Design

See photos of the winning entries at <http://www.aatcc.org/members/students/competitions.cfm>