

FASHION'S GOT A NEW PERSPECTIVE: YOU!

WHAT'S MORE ALIVE THAN YOU™ is a proprietary brand of WMATY, a new Italy-based manufacturer of Italian produced high-end shoes, bags, and contemporary jewellery. Fashion items for WMATY's collections are designed by university students of art, architecture, interior and fashion design from 92 countries and professionals from the fashion and design industries as well as those who, regardless of age, have good ideas and wish to see them realized and rewarded.

The name **WHAT'S MORE ALIVE THAN YOU™** reveals the philosophy behind our products and our mission - striving to give fashion a new perspective by producing real artworks you can wear, conceived by people from all over the world and aimed at all those who are looking for shoes, bags and contemporary jewellery which tell a story and give a personal meaning, reaching beyond the fleeting trends of fashion.

SELECTION
OF ARTWORKS
FROM THE FIRST
CREATIVE CALL



AKAHITO SHIGEMITSU
Osaka - Japan, June 15, 1981
POST-MODERNIST
SHOES PERMANENT COLLECTION
SELECTION ONE



AKIKO TANAKASHI
Tokyo - Japan, September 28, 1979
MYJABA MONEY
BAGS PERMANENT COLLECTION
SELECTION ONE



LIZA FREDRIKA ÅSLUND
Malmö - Sweden, March 20, 1989
RECYCLED
SHOES PERMANENT COLLECTION
SELECTION ONE



PREMRUDEE LEEHACHAROENKUL
Bangkok, Thailand, October 6, 1987
TEMPORARY NIGHT
BAGS PERMANENT COLLECTION
SELECTION ONE



TOMÁS TRENCHARD
Dublin, Ireland, February 6, 1979
PEBBLE BAG
BAGS PERMANENT COLLECTION
SELECTION ONE



CLAUDIA CIVILLERI
Palermo - Italy, January 31, 1966
UP SHOES
SHOES PERMANENT COLLECTION
SELECTION ONE



CREATIVE CALL #THREE

NOVEMBER 23, 2010 – FEBRUARY 28, 2011

WARNING!

Before reading the announcement, please take a moment to read the **THIS IS US**, attachment carefully. This will help you understand our philosophy and the spirit of our collections, learn more about your recompense and the criteria adopted to protect your artwork and personal image. Thank you!

CREATIVE CALL THEME.

All fashion has been contemporary.

YOUR IDEAS
FOR A NEW
PERSPECTIVE
OF FASHION

Your own vision about contemporary fashion.

YES, YOU!

You may respond to the current creative call from

NOVEMBER 23, 2010 to FEBRUARY 28, 2011

Artwork selection session: March 14, 2011*.

Publication of selected artists on wmaty.com web site starting from March 31, 2011*. Preview of artworks on wmaty.com web site: May 30, 2011*.

*Dates for selection, publication of results and preview of artworks are purely indicative.

HOW TO RESPOND TO WHAT'S MORE ALIVE THAN YOU™'S CREATIVE CALL.

To respond to WHAT'S MORE ALIVE THAN YOU™'s creative call, send your design(s) either on hardcopy or prototype or file saved on a CD or DVD via surface mail or overnight courier to:

WHAT'S MORE ALIVE THAN YOU™ Fashion-art company
Prato della Valle, 105 - 35123 Padova | Italy

On or before FEBRUARY 28, 2011. The postmark -or waybill date if sent by courier- shall be proof of despatch. We recommend you notify the shipping via e-mail to myproject@wmaty.com. We will send you a confirmation as soon as we receive your design(s).

Warning ! As the owner of the WHAT'S MORE ALIVE THAN YOU™ trademark, WMATY s.r.l. may not be held liable for any loss or theft of materials during shipment. Recovery of any lost materials is the sender's liability only.

Participating in our creative calls is completely free of charge. Applying to the current creative call does not prevent you from entering future ones.



CREATIVE CALL #THREE

NOVEMBER 23, 2010 – FEBRUARY 28, 2011

WHAT ARE YOU EXPECTED TO PROVIDE?

We are looking for original, creative, and artistic concepts for high-end men's and women's footwear, bags, and jewellery.

SHOES IDEAS.

We welcome any kind of creative design for men's and women's footwear - except for sports footwear. Unleash your artistic creativity and imagination and play with materials, shapes, decorations, and finishing. But remember your shoes should be wearable - even for a short time during the day - so an exclusive (even bizarre) style should converge with comfort.

BAGS PROPOSAL.

Creative, arty, bizarre designs of handbags, travel bags, pouches, trolleys for men and women where functionality can partially give space to imagination are welcome. You can also suggest different kinds of usage or new product categories. Full liberty is allowed in playing with shapes, usage, materials, finishes, and decorations.

CONTEMPORARY JEWELLERY PROJECTS.

Set your imagination free by creating contemporary jewellery including brooches, pins, necklace, bracelets, finger rings, and ear rings and envisage them made of precious, innovative or recycled materials ! Play with paper, stone, ceramics, glass, and any other material which comes to your mind.

YOUR PERSPECTIVE.

You can either choose to create individual artworks or, better still, develop tiny collections of shoes, bags, and accessories with the same leitmotiv or creative concept, or coordinated collections of bags, shoes, and accessories.

You can either forward your own individual designs or designs you have created in a team. Use your preferred presentation techniques or send us a prototype directly! Feel free to express your creative idea with any methods, but always remember the layout should be as clear and comprehensible as possible. If necessary, attach more than one perspective or sketches of details to your drawings. Always provide a detailed description of materials and processing, sizes, colours, and finishing. If you think it useful, enclose a sample of the various materials you have envisaged for your design, or a full-size or miniature prototype.

Send your designs either on paper (master copy) or, if realised using 2D or 3D software, on CD or DVD in jpg, eps, tiff or pdf format together with a printed copy.

MEMO.

Each artwork should be accompanied by Form **(A) THIS IS MY PERSPECTIVE**. Please enclose one form for each single project. Also in the case of collections or coordinates (shoes+bag+accessories), please fill in one form per project with your full personal details appearing on the first one only. Thank you!

Your artworks should also be accompanied by:

- a) a portrait photo or self-presentation video;
- b) a short curriculum mentioning your personal data and your place of residence;
- c) a photo or video presenting your artwork(s);

SHOES,
BAGS AND
CONTEMPORARY
JEWELLERY

ICONS OF
AN INNOVATIVE
FASHION-ART
STYLE



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d) a written waiver authorising WHAT'S MORE ALIVE THAN YOU™ to use your image and/or the images of any third parties appearing in the photo(s) or video(s) presenting your artwork(s). This waiver allows us to use your image to promote you and your work at a later time.

SELECTION CRITERIA.

Artworks will be selected by WHAT'S MORE ALIVE THAN YOU™ according to the following criteria:

- a) objects should be eligible to become icons of an innovative fashion art style;
- b) the idea underlying each artwork should be well outlined/presented;
- c) level of experimentation;
- d) unique character of the original idea and feasibility;
- e) use of innovative or really creative materials, processing, and/or technologies;

- f) forwarding of Form (A) filled in as specified above;
- g) respect of instructions and materials as required for applying to this creative call;

SELECTION OF ARTWORKS.

Artworks will be selected by the Creative Board of WHAT'S MORE ALIVE THAN YOU™ under the input of our technical committee, whose judgement and decisions are final. Authors may not claim any rights over non-selected projects.

PRODUCTION AND SALE.

If your artwork(s) is/are selected, you will receive a personal notification via e-mail by WMATY s.r.l.'s STAFF.

You will then be sent an agreement to regulate your collaboration with WMATY s.r.l. and establish the amount and payment of your royalties (please refer to the WHO WE ARE attachment for further details).

If any of your artworks are selected in full or in part, as in case of collections or coordinates, you will not have to pay anything for the prototype development, industrial manufacturing, promotion or sale. You should only guarantee active collaboration during the development stage as the artwork is yours and we expect your full approval before developing the prototype(s) and put it/them on sale.



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At a later date, you will receive a notification stating your artwork(s) has/have been put on sale and the name of the pertaining collection.

STORAGE OF COMPETITION MATERIAL AND PERSONAL DATA.

Any materials sent in for participating to the WHAT'S MORE ALIVE THAN YOU™ creative call will not be returned to you, although it will be accurately stored in our archives.

N.B.: You may also be contacted by WMATY s.r.l.'s Creative Board some time after this creative call should we decide to produce your artwork at a later date either in full or in part.

Your personal data will be processed by WMATY s.r.l. for the purposes of this "ALL FASHION HAS BEEN CONTEMPORARY" creative call only and for the development of future collections, if applicable. Your personal data can be transmitted to third parties only if you have supplied a written authorisation for this purpose and only with regard to the development of your artwork(s) and creative concepts.

FURTHER INFO AND CONTACTS.

If you wish to receive further details about this creative call, write to:
Michela De Zuani
staff@wmaty.com

Please advise us as soon as you have shipped your project(s) by writing to: myproject@wmaty.com

Do not forget to mention the date of shipment!

You will be notified as soon as we receive the material.

Warning ! As the owner of the WHAT'S MORE ALIVE THAN YOU™ trademark, WMATY s.r.l. may not be held liable for any loss or theft of materials during shipment. Recovery of any lost materials is the sender's liability only.

WMATY s.r.l. protects your copyright in good faith as provided by Italian laws in full respect of your needs. For further information in this regard please read carefully the WHO WE ARE file you have downloaded together with this announcement.

People from 92 countries all over the world are called upon in WHAT'S MORE ALIVE THAN YOU™ creative calls.

WMATY.COM

**PLEASE
CONFIRM YOUR
PARTECIPATION
BY MAIL**

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headquarter prato della valle, 105 - 35131 padova | italy | wmaty.com | head@wmaty.com



FORM A ▼
THIS IS MY PERSPECTIVE



THIS IS MY PERSPECTIVE

FORM A

PLEASE...

Please print, fill in and enclose this form with every single project, also in case of collections or coordinates (shoes+bag+accessories). If you are forwarding your files on a CD or DVD, also send the completed form as a pdf attachment together with each folder. Thank you!

NUMBER OF PROJECTS SUBMITTED

COLLECTION

 YES NO

COORDINATE

 YES NO

IF YOU FILL IN MORE THAN ONE FORM, PLEASE COPY YOUR PERSONAL DATA ON EACH FORM.

FIRST NAME

LAST NAME

ARTWORK TITLE

PROJECT NUMBER (e.g. 1/10; 2/10; 3/10, etc.)

SHORT CONCEPT DESCRIPTION

PLEASE WRITE IN ENGLISH

MATERIALS

PLEASE WRITE IN ENGLISH

MATERIAL SAMPLES

PLEASE WRITE IN ENGLISH

ADDITIONAL REMARKS attach here some samples of materials used

ONE

TWO

THREE

NOTE

PLEASE WRITE IN ENGLISH

SELF-DECLARATION

I hereby confirm I have not duplicated or imitated any footwear, bags or jewellery existing on the market and/or developed by other fashion companies.

I also confirm that this project/artwork has never been selected before in any other creative competition and that it has never been produced or put on sale up to the present date.

DATE

SIGNED



YOU ARE CALLED UPON ABOUT...

All fashion has been contemporary

Your own vision about contemporary fashion

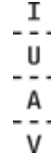
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IN PARTNERSHIP WITH.

UNIVERSITIES



R&D BODIES



MEDIA



COMMUNICATION COMPANIES

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WHAT'S MORE
ALIVE THAN YOU™

SHOES BAGS
AND ACCESS
ORIES FROM
ACROSS THE
GLOBE
FASHION-ART
COMPANY