

The Bata Shoe Museum



## FOR IMMEDIATE RELEASE

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### **Bata Shoe Museum Announces Winners of its first International Shoe Design Competition**

*- Museum is displaying top entries from fashion schools around the world -*

TORONTO, ON, April 16, 2007 – On Friday April 13, 2007, the Bata Shoe Museum announced the winners of its first international shoe design competition.

The competition was organized in conjunction with Ryerson University and IFFTI (the International Foundation of Fashion Technology Institutes) and was open to (post-secondary) students in all IFFTI-affiliated institutions around the world.

Entries were submitted from four different continents, and displayed an astonishing diversity. The students were challenged to take a design element and push it as far as possible within the following three categories of extreme shoe design: function (the shoe as protection, the shoe's performance, the shoe as a tool to do a job); elegance (reflected in the composition of the shoe); or provocation (shoes which stimulate thought and shoes which shock).

The entries were judged by an international jury of footwear experts including Harold Koda, Curator in Charge of the Costume Institute of the Metropolitan Museum of Art, Christian Louboutin, shoe designer, Jeanne Beker, Host of FT and Editor-in-Chief of FQ Magazine, and Sonja Bata, Founding Chairman of the Bata Shoe Museum.

The first prize winner was Nadia de Nobrega, a third year design student at de Montfort University, Leicester, U.K. Her entry was a boot inspired by the traditional Japanese art of origami which featured leather folded into complex geometric shapes.

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On hearing that she had won, de Nobrega said, “Winning this competition is very exciting. It will open doors for me which otherwise might not have been possible. I can come to Canada, which I’ve long wanted to do, and at the same time do something I love, which is working with shoes.”

The second prize winner was Haruka Kikuta, Bunka Fashion College, Tokyo, Japan, who created a futuristic projection of a functional shoe for space travel. Third prize went to Anne Celeste Blackman of TAFE New South Wales, Australia. Blackman used pearl pins and wire in her shoes to convey inner pain and exterior beauty. Two honourable mentions were also given, the first to Amar Nath Shaw of the National Institute of Design in Ahmedabad, India, who created shoes to protect the feet of workers in the extreme conditions of the salt pans in India. The second honourable mention went to Dong Seon Lee of Polimoda in Florence, Italy, who created a shoe addressing the theme of desire with an attachment which turns round like a spinning wheel.

Commodore Vijay Chaturvedi (Ret’d.), Head of the IFFTI Secretariat, said, “The competition provides a magnificent opportunity for the students to test their creative talents in an international forum. The exposure that will be provided to the winner of the competition by way of a six-week, all-expense-paid internship under the supervision of the Museum Director is an ideal way to promote and honour the talents and ambitions of budding designers.”

Mrs. Sonja Bata, Founding Chairman of the Bata Shoe Museum, said, “We were delighted to see such an impressive response from a brilliant crowd of young designers eager to take on the challenge. It is also interesting how many entrants used the opportunity to make a political statement. They created footwear which reflects current concerns about the environment, the status of women, smoking and world events.”

Entries will be on display at the Museum from April 14 to 29, 2007. The shoe designs will also be online until September 30, 2007, at [www.batashoemuseum.ca/batashoedesigncompetition/](http://www.batashoemuseum.ca/batashoedesigncompetition/).

### **About the Bata Shoe Museum**

The Bata Shoe Museum is a centre of knowledge about the role of footwear in the social and cultural life of humanity. The Museum’s growing international collection of over 12,000 objects touches on 4,500 years of history. A varied programme of events and exhibitions lets visitors discover the stories behind footwear from many lands and cultures. Current exhibitions include: *Chronicles of Riches: Treasures from the Bata Shoe Museum*; *The Charm of Rococo: Femininity and Footwear in the 18th Century*; *Watched by Heaven, Tied to Earth: Summoning Animal Protection for Chinese Children*; and *All About Shoes: Footwear Through the Ages* (semi-permanent). Online exhibitions include *All About Shoes* and *On Canadian Ground: Stories of Footwear in Early Canada*. The Bata Shoe Museum is located in downtown Toronto at the southwest corner of Bloor and St. George Streets. Further information is available at [www.batashoemuseum.ca](http://www.batashoemuseum.ca).



**Bata Shoe Museum  
International Shoe Design Competition**

**Winning Entry**



*Untitled*, by Nadia de Nobrega, De Montfort University, Leicester, UK

The jury decided unanimously that this shoe design should win the first prize. The boot is on display at the Bata Shoe Museum from April 14 to 29, 2007. All entries are online until September 30, 2007 at [www.batashoemuseum.ca/batashoedesigncompetition/](http://www.batashoemuseum.ca/batashoedesigncompetition/).