



Design a Uniform, Shape a School!

African Leadership Academy (ALA) invites students to participate in an exciting competition to design our school uniform. ALA seeks to transform Africa by developing and supporting future generations of African leaders. Opening in September 2008, African Leadership Academy will bring together the most promising 16-19 year old leaders from all 54 African nations for an innovative two-year program designed to prepare each student for a lifetime of leadership on the continent. *You* can shape the lives of these students by entering a competition to design African Leadership Academy's school uniform.

Why should you enter?

ALA believes in the power of young people to change the world, and that young leaders will transform Africa. By entering the uniform design competition, you will have the opportunity to impact the lives of thousands of these potential leaders from across the continent. The school uniform will be an integral part of student life at African Leadership Academy, and will be worn by students for many years. The designs will be judged by a panel of world-renowned African fashion designers. The winning entry will receive broad recognition, a \$300 USD cash prize, and be commemorated forever with a plaque displayed at the Academy.

What do you need to submit?

- The name, age and a 100 word biography of each member of the design team.
- 4 designs – two for boys and two for girls (one summer and one winter uniform for each gender).
- A written explanation of each design. Each explanation should be 250 words or less and should explain the material, style and cultural suitability of the designs.
- The design can be hand drawn or created electronically. If electronic, the document should be in Word, PowerPoint, PDF or a standard picture format (.gif, .jpg, .bmp).

The design submitted should:

- Be culturally appropriate, and respect the fact that ALA students will come from diverse backgrounds all over Africa.
- Have a timeless appeal - a design that ALA students can wear for many years.
- Be suitable for the climate in Johannesburg. Summer: 17 - 24°C Winter: 4 - 17°C

The base color for every article of clothing must be one of the ALA colors:

- Beige
- Cream
- Gold
- Maroon (Dark Red)
- White
- Black

When do you need to submit your designs?

The deadline for entries is 15th November 2007 but early submissions are encouraged. We regret that we will not be able to accept entries received after this date. Entries will be reviewed by an international panel of judges, and selected individuals or teams will be invited to refine their designs and participate in a final round.

Can you enter?

The competition is open to students aged 12 – 20 from all over Africa. Students may work independently or in teams of up to 3 to submit designs.

All designs should be emailed to uniformdesign@africanleadershipacademy.org

or sent by post to African Leadership Academy

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Questions? Email uniformdesign@africanleadershipacademy.org or SMS +27 84 288 3666