

# Callout for Models

## Overview

Local fashion designers Beth Williams and Sophie Merriner are curating the show with the Creative Crawley team and a group of local residents called Playmakers who are part of the project.

The show will explore the themes of **Outside Inside, Belonging and Journeys**.

We are looking for local people to model in a Fashion Show taking place in Crawley on **Saturday 12th April**.

- ★ No experience is required, just an interest in trying something new
- ★ Encouraging models from any and all backgrounds, ideally based in Crawley, West Sussex or Surrey
- ★ Each model will be paid £150 for the engagement, covering 2 x 3 hour rehearsals (including outfit fittings) and 1 show day 9-7pm
- ★ **Models will be selected on their openness to engage with this process and Creative Crawley, not their physical appearance.**

The deadline to apply is **Monday 31 March 2025, 9am**.

**Please read this whole pack for details on How To Apply.**

## Who are Creative Crawley, and what is Creative Playground?

**Creative Crawley** are an arts organisation supporting creative people and making surprising artworks happen in Crawley, West Sussex. Creative Crawley manages two key projects: The Creative Village and Creative Playground. You can read more about Creative Crawley [HERE](#).

Creative Playground is a long term arts project led by and for local people in Crawley. It aims to encourage those not currently engaged in creative activities to lead and take part in high quality arts and culture across the town. Led by Manor Royal Business Improvement District and a

consortium of local organisations. The project champions everyday creativity and encourages connection through shared experiences. It is funded as part of Arts Council England's Creative People and Places Programme and managed by Creative Crawley.

## The Team

**Becky Jones (she/her)** - Community Producer for Creative Crawley, project lead for the Fashion Show

**Beth Williams (she/they)** - Lead Artist on the Fashion Show

**Sophie Merriner (she/her)** - Lead Artist on the Fashion Show

## About the show

Crawley residents told us they are interested in fashion and sewing. Through monthly meetings with Playmakers (volunteers in the local community), the idea for the Fashion Show has developed. Local people have been, and will continue to be, instrumental in shaping what the show is.

The fashion designers' collections selected will be **bold, colourful, spark joy and inspired by contemporary fashion**. The aim of the show is to subvert dominant ideas of what fashion is, how it is worn and who it is for.

## The Role

### We are looking for...

- ★ 5-10 models
- ★ Confident, punctual, proactive and engaging people who are keen to get involved
- ★ Performance and/or modelling experience is not required, only a willingness to engage and perform.

The looks will be curated and styled by Beth and Sophie. You will help bring the 5 different West Sussex and Surrey based fashion designers' work to life during the fashion show.

The show will take place in Creative Crawley's temporary pop-up creative space in County Mall Shopping Centre in Crawley town centre and will be open to a public audience. You will work with a Movement Director during rehearsals and on the show day, as well as the curators, designers and makeup/hair stylists to ensure you feel confident and comfortable.

We are looking to push the boundaries of a typical show, to create an engaging performance that goes beyond walking a typical catwalk.

We are actively seeking and **encouraging models from any and all backgrounds** to apply regardless of disability, visual differences and gender identity. We are working with a Movement Director to ensure an accessible environment and support any individual access needs. Please feel welcome to share your accessibility requirements with us however, this is not a requirement at this stage. We will take into account personal choice and beliefs and will share the type of clothing you will be wearing before you accept the role.

**The role involves:**

- Attending 2 x 3 hour rehearsals on weekday evenings W/C 7th April (exact dates TBC based on availability)
- Attending 1 full day for the Fashion Show on Saturday 12 April (9-7pm, breaks factored in)
- Collaborating with other models
- Working with a Movement Director to learn basic movement and skills required for the show
- During rehearsals, having 1 x 15 minute fitting with Beth and Sophie for the garments you will wear.
- Being comfortable to wear a range of garments styled by the curators as well as have hair and make-up applied.
- Performing to a large audience as a model.
- Travelling to/from the location for rehearsals and show. The rehearsals and Fashion Show are taking place at Unit 79/80 County Mall Shopping Centre RH10 1FP. We can offer additional support for travel costs, if needed.

## How To Apply

Please email your answers to the following questions to [recruitment@creativecrawley.com](mailto:recruitment@creativecrawley.com)

### Questions

- Your Name, Date of Birth and Postcode
- Short paragraph (no more than 50 words) expressing why you'd like to take part in a Fashion Show for Crawley.

You can tell us this information in any format listed below:

- Written (on the Form or in an email)
- Video (MP3 or video format, no longer than 2 minutes)
- Or Voice note (no longer than 2 minutes)

- A good quality headshot and head-to-toe photographs. Please send as a JPEG or PNG format (this is only to aid the curators when styling).

### About the curators

Beth Williams and Sophie Merriner are working with Creative Crawley to curate the fashion show. Their fashion designs will not feature in the show.

#### **Beth Williams (she/they)**

Beth Williams is a Crawley based, disabled multi-disciplinary artist who specialises in Knitwear, Living Textiles and Soft Sculpture. They are based between London and West Sussex, and a Graduate from both Central Saint Martins BA Fashion Design with Knitwear (2022) and Royal College of Art MA Fashion (2023). Their practice centres around their experience of an inaccessible world, as well as the relationship between human and environmental sustainability. They were recently spotlighted by Dazed & Confused: 'Dazed and Discovered'; and exhibited work during London Design Festival 2022 as part of the Human Resources exhibition.

#### **Sophie Merriner (she/her)**

Sophie is a fashion designer raised in Crawley. She studied BA(Hons) Fashion Design at the University of Salford, graduating in 2023. Her concepts are influenced by personal experience with philosophical and political undertones, manifesting into luxury womenswear. Sophie values the art and craftsmanship of the fashion design process and prioritises the production of wearable, long-lasting garments with extensive technical development.