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NORTH BY NORTHWEST FASHION COMPETITION ANNOUNCES JUDGES AND EXTENDS DEADLINE FOR ENTRIES TO AUGUST 1

North by Northwest is a new aspect of the **Nordic Fashion Biennale 2011**, a design and fashion exhibition taking place in Seattle, WA from September 30, 2011 – November 13, 2011

July 20, 2011—Seattle—Fashion students, emerging designers, and talented individuals with a passion for fashion design have one more week to enter the **North by Northwest Fashion Competition** which is part of the upcoming **Nordic Fashion Biennale** that takes place in Seattle, WA from September 30 through November 13, 2011. The final deadline for all submissions is August 1, 2011.

Organizers of the competition also announced today the panel of judges who will select one of the two winners. The panel includes:

- **Yvan Mispelaere**, creative director at Diane Von Furstenberg
- Danish skin care guru **Ole Henriksen**
- Icelandic fashion designer **Steinunn Sigurðardóttir**

The second winner will be a “people’s choice” which will be selected by both online and in person voting.

“The hope of the North by Northwest competition is to provide unique, career-enhancing opportunities for emerging West Coast fashion designers to have their work seen in conjunction with cutting-edge, international designers such as **Henrik Vibskov**, **Sandra Backlund**, and **Steinunn Sigurðardóttir**,” said Ilmur Dögg Gísladóttir, organizer of the NFB.

All finalist entries will be displayed in Seattle in conjunction with the Nordic Fashion Biennale exhibition, and also posted online, giving people around the world the opportunity to vote on their favorite designer and help select the “People’s Choice” winner. The winners will be announced on November 15, 2011 on the NFB website.

Complete information about the competition, as well as specifics on how to enter, is available at: www.nordicfashionbiennale.com.

The **Nordic Fashion Biennale 2011**—produced by the Nordic House, Reykjavik, and the Nordic Heritage Museum, Seattle—will feature the works of international designers from Denmark, Finland, Iceland, Norway, and Sweden, with a special focus on the Western Nordic regions of Iceland, Greenland, and the Faroe Islands.

The Biennale includes a number of events:

- Six-week-long installation and exhibition (September 30 – November 13) titled *Looking Back to Find our Future*, curated by New York-based Icelandic artist Hrafnhildur Arnardottir (aka *Shoplifter*) who is known for her collaboration with Björk and for her commissioned work for the Museum of Modern Art in New York
- Photography exhibition of street fashion from Copenhagen, Helsinki, Oslo, Reykjavik, Stockholm, Greenland, and the Faroe Islands.
- Two-day fashion symposium (September 30 – October 1) with international speakers, centered on the themes of sustainable fashion, slow fashion, and cultural heritage.
- And, the North by Northwest fashion competition, created to encourage talented designers to seek out new directions, and spark awareness of new trends in Nordic fashion.

For complete information about the Nordic Fashion Biennale, visit www.nordicfashionbiennale.com

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About the Nordic Heritage Museum

With over 55,000 visitors annually, the Nordic Heritage Museum is a cultural treasure in the Pacific Northwest. It is the only museum in the United States that represents the cultural heritage of all five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. The Museum's mission is to share Nordic culture with people of all ages and backgrounds by exhibiting art and objects, preserving collections, providing educational and cultural experiences and serving as a community gathering place. The Nordic Heritage Museum presents a wide range of vibrant programs including contemporary art exhibitions, outstanding concerts, lectures and films and a variety of special events throughout the year.

For general information, visit www.nordicmuseum.org or phone (206) 789-5707.

*Museum hours: Tues-Sat 10 am to 4 pm; Sun 12 noon to 4 pm; Mon closed
The Museum is located at 3014 NW 67th Street, Seattle, WA 98117*

About Nordic House, Reykjavik

The Nordic House in Reykjavik is a cultural institution opened in 1968 and operated by the Nordic Council of Ministers. Its goal is to foster and support cultural connections between Iceland and the other Nordic countries. To this end the Nordic House organizes a diverse program of cultural events and exhibitions. The Nordic House is the only building in Iceland designed by an internationally acclaimed architect, Finnish modernist Alvar Aalto.