

APPROVED
by the Minutes of the
Foundation Council meeting
of “ANPPT”
dated 24 December 2020 #12

TERMS OF REFERENCE FOR “ATOM COUTURE” INTERNATIONAL COMPETITION

1. Fundamental Provisions

1.1. The founder of the international “Atom Couture” contest (hereinafter – the Competition) in 2021 is the Foundation for Promotion of the Municipalities Development “Association of Nuclear Power Plant Territories” (hereinafter – the ANPPT Fund).

1.2. The Competition is dedicated to the 160th anniversary of the birth of Nadezhda Petrovna Lomanova and to the International Year of Peace and Trust, announced by the United Nations.

1.3. The Competition slogan and the name of the collection – 2021 is “The Atom Hope”.

1.4. The Competition is held with the support of the Agency of Strategic Initiatives under the President of the Russian Federation of the State Corporation “Rosatom” (hereinafter – State Corporation), JSC “Rosenergoatom” (hereinafter – the Rosenergoatom), subsidiaries of Rosenergoatom – operating power plants and NPP under construction, RSU named after A.N. Kosygin, cultural and educational foundation “The Magic of Fashion”, Interregional Public Organization “Association of High Fashion and Pret-a-port”, administrations of municipalities of nuclear power plants locations of Russia, administrations of sister towns in Belorussia and Hungary.

1.5. The general management of the Competition is carried out by Netyaga Nikolay Nikolaevich, the chairman of the ANPPT Fund.

1.6. This Order defines the procedure of the organization and conditions of the Competition.

1.7. The official information about the Competition is posted on the official website of the ANPPT Fund <https://anppt.ru/> and the official website of Rosenergoatom www.rosenergoatom.ru.

2. Purpose and Objectives

2.1. The Competition is held to involve employees of organizations and residents of the territories where nuclear facilities of Russia are located in the development of key areas of activity of the nuclear industry, corporate culture, the formation of a single effective environment for the residence of employees of organizations and residents of cities of the nuclear industry in Russia, as well as the dissemination of the best social practices of the State Corporation in the twin cities, including the territories where Russian design nuclear power plants are being built.

2.2. The key objectives of the Competition are:

2.2.1. Finding and supporting the talented children in the field of design, developing their abilities, providing opportunities for communication with famous Russian and foreign designers, fashion designers, artists, conducting master classes, career guidance.

2.2.2. Designing an “Atom Hope” collection by young designers for the nuclear industry and the family members.

2.2.3. Raising the awareness of the town residents where nuclear facilities are located about the activities of the State Corporation, which support the social initiatives.

2.2.4. Involving the town residents into the social project activities carried out by the State Corporation in accordance with the accepted values, methods and an efficiency assessment system, the development of the leadership potential of “the teams of the changing” (active citizens who are involved in the social project activities).

3. Guidelines of the Competition

3.1. The Competition is implemented in four stages

3.1.1. The first stage involves two events.

The first event is “Atom Couture” Competition, which consists of three sections:

- the Fashion Design Competition;
- the Dolls Competition;
- the Craft Competition.

3.1.1.1. The Fashion Design Competition is implemented in two basic nominations as well as in the framework of nominations from the fashion-industry professionals and the Competition organizers.

Basic nominations:

First nomination is «Orange Atom». The participants are invited to develop the sportswear for the participants of the “Orange Atom” project and for the Russian Olympic team. The best works authors will be invited for a two-week “Creative course” from the ANPPT Fund (educational offline program in the Nizhny Novgorod region – in the birthplace of Lomanova N.P.) where, together with the project designers, they will finalize the sports collection for the display.

The second nomination is “Atom Fashion” includes three sections: “Atom Style”, “Atom Shick”, “Baby Atom”.

«Atom Style» is the collection of the business (corporate/service) clothes, which emphasizes the employee’s belonging to the industry and reflects the leadership positions of the employees. Business etiquette standards, ergonomics and modernity should be taken into account when creating the garment.

«Atom Shick» is a modern festive costume reflecting a healthy lifestyle of a new life and digital technologies

«Baby Atom» is a collection of clothes for babies and teenagers.

Nominations of the fashion professionals and the Competition organizers

First nomination is called «Atomic embroidery». It is established by a fashion designer, a member of the creative union of the Russian artists, a member of the Union of Designers of Russia, an award winner of the contest “Asia Dausa!” (Alma-Ata), an award winner of the art contests (Poland) and a holder of the title “A master – golden hands” of Svetlana Alekseevna Gnatush. The guys are invited to come up with the embroidery and draw it on a separate sheet of the A4 format.

The work of the winner will decorate the “The Atom Hope” final collection.

Second nomination is called “Wear a Celebrity”. It is established by Tsyganova Yulia Sergeevna, the project’s author, a designer, the General Director of ANO “Fashion House of Children’s Creativity”. The winner of this nomination will take part in the preparation of the final collection and will create a stage costume for a popular stage artist of theatre and cinema as part of the “creative intensive course”. The artist will demonstrate the stage costume during the fashion week in Moscow.

3.1.1.2. The Dolls Competition is implemented in the format of a nomination from fashion industry professionals and the organizers of the “Dolls Stories” Competition. It is established by a designer Lana Letta.

The participants should make a doll from any materials and in any technique.

The authors of the best works will take part in the "Creative intensive course". During the course the artists will introduce the children new and creative techniques. The result of the "Creative intensive course" will be dolls created by participants for the final exhibition.

3.1.1.3. The Craft Competition is implemented in the format of nominations from fashion industry professionals and the organizers of the Competition.

The first nomination is called "Folk crafts." It is established by Alexander Sergeyevich Sakov, the general director of the joint-stock company "Craft Traditions".

This nomination is for the children who are engaged in the decorative and applied creativity and who are ready to represent their exclusive works: caskets with the paintings, metal products, wood carvings, etc.

The second nomination is called "Atomic Accessories." It is established by a Katica Liska, a Serbian ceramic artist. In this nomination the participants are invited to create men's and women's accessories and jewelry.

3.1.1.4. Here are the following nominations for all the participants of the Competition established by the fashion industry professionals and the Competition organizers:

The first nomination is called “The Heritage”. It has been established for the third time by Natalia Borisovna Kozlova, a costume historian, an international fashion observer, a television journalist, a writer, a winner of the Moscow Prize for Literature and Art in 2018, the President of the Cultural and Educational Foundation called “The Magic of Fashion”. The author will identify the main nomination winner and will reward him/her with a special prize.

The second nomination is called "Almost a Student". It has been established for the third time by the Russian State University named after A.N. Kosygin. One of the

winners of the main nominations will be awarded by the prize of the Russian State University named after A.N. Kosygin.

The third nomination is called “An Atomic Photographer”. It is established by Dmitry Ilyich Gavrillov, a photographer.

The participants should send their photos which must be taken specifically for the Competition and on the theme of the Competition according to the proposed genres: a report (or an essay), genre art (genre photography), a portrait (a studio one or a documentary one).

The winners of this nomination will take part in the "Creative intensive course". During the course they will hold the photo session and prepare a report on the creation of the final collection of the “Atom Couture” Competition.

The fourth nomination is called "I follow the example of you". It is established by the Concern. This is a nomination for the teachers whose children will become winners of the project. The winner of the nomination is a teacher who has prepared the largest number of winners among the children.

The fifth nomination is called “An Atomic Stylist”. It is established by the ANPPT Fund. The participants are invited to create an image (makeup and hairstyle for a model) that represents a specific historical period of Russia or an important historical event.

The winners of the nomination will be invited to the "Creative intensive course". During the course they will take part in creating the model images for the final collection show.

The second event includes the online workshops for all the project participants. The master classes and the lectures will be held by the artists, the designers and the fashion industry leaders for all the project participants.

3.1.2. The second stage involves three events.

The first event includes the online lectures for the Competition winners. Within 1.5 months, the guys will take a course of the academic training and will be prepared for the 2-week "Creative intensive course."

The second event includes 2-week of the "Creative intensive course" in Nizhny Novgorod region, where the winners will create for the show a collection of clothes and accessories called "The Atom Hope" as well as the dolls and the designer objects for the exhibition.

The third event includes the Gala showing of the final collection and an exhibition of dolls in Nizhny Novgorod city.

3.1.3. The third stage involves two events.

The first event includes an exhibition in all cities of NPP presence. It consists of the dolls and the designer objects created by the winners of the Competition within the framework of the "Creative intensive course".

The second event includes the publication of a catalog with fashion models and photographs of authors.

3.1.4. The fourth phase involves four events.

The first event is the Gala awarding of the winners with the show of the final collection of clothes made by the participants of the "Creative intensive course", and the

exhibition of dolls and the designer objects made by the winners, as part of the Fashion Week which is held in Moscow in Gostiny Dvor.

The second event includes the shows in the cities which participate in the doll exhibition and the “The Atom Hope” collection. The children who are the residents of the atomic cities will act as models in such shows. The children also may try to participate in the activities as the photographers and as the stylists under the guidance of professionals.

The third event includes making a video and post it on You Tube.

The fourth event is the meeting of the winners of the “Atom Couture” project with the Olympic champions. It includes the sportswear showing and the gifts giving from the winners of the Dolls Competition and the Crafts Competition.

4. The Conditions of the Participation

For a Fashion Design Competition a participant of the Contest may demonstrate at least 5 and not more than 15 works; from 1 to 5 works should be represented for dolls and Crafts Competition, in "An Atomic Stylist" and "An Atomic Photographer" nominations. The paper format for the sketch should be A4, the paper color should be white watman paper, any method of presentation is possible (paints, pencils, pastel, fillers, computer graphics, collage, etc.).

The works must be scanned (for the Fashion Design Competition) or photographed (for dolls and accessories, as well as for the Competition of the stylists and the photographers) and sent by e-mail: atommoda@mail.ru

It is necessary to attach a table (Appendix 1) to the letter with brief information about yourself: a full name, age, a city, a school, a class, a full name of the participant's project manager, hobbies, the contact information (a phone number and an email address). It is also necessary to send a video greeting in which you need to talk about yourself. Participants who do not send all necessary information are not allowed to participate in the Competition.

Each territory, a competitor or a creative team can participate in all nominations, except for the special ones (the authors of nominations are selected in special nominations), as well as in one of the proposed ones.

5. The Participants

5.1 The Participants of the Competition are children living in the following municipalities: the Balakovsky municipal district of the Saratov region, the Bilibinsky municipal district and the city of Pevek, the Chukotka Autonomous Okrug, the city of Donbass and Dubovsky District, the Rostov Region, the city of Desnogorsk and the Roslavl district of the Smolensk region, the urban district of Zarechny, the Sverdlovsk region, the city of Kurchatov, the Kursk region, the city of Novovoronezh, the Voronezh region, the city of Obninsk, the Kaluga region, the city of Polar Dawns of the Murmansk region, the Sosnovoborsky urban district of the Leningrad region, the Udomelsky urban district of the Tver region, the Neman urban district and the city of Sovetsk, the

Kaliningrad region, Moscow (for employees of the central office), as well as in foreign twin cities from Hungary, Belarus.

5.2. The children of 10-17 years old participate in the Competition.

6. The Competition Commission

6.1. Co-Chairmen of the Competition Commission:

- Tkebuchava Dzhumbury Leontovich – the First Deputy General Director for Corporate Functions of JSC “Rosenergoatom”;

- Belogorodsky Valery Savelyevich – the Rector of the Russian State University named after A.N. Kosygin, Doctor of Sociological Sciences, Professor, the prize-winner of the Prize of the Government of the Russian Federation in the field of Science, the Vice President of the National Academy of Fashion Industry, an Honorary Member of the Russian Academy of Arts;

- Kozlova Natalia Borisovna – a costume historian, an international fashion observer, a television journalist, a writer, the President of the Fashion Magic Cultural and Educational Foundation, a winner of the Moscow Prize for Literature and Art 2018.

The functions of the co-chairmen of the Competition commission are to supervise the work of the tender commission, to monitor the implementation of the decisions of the Competition commission, to sign the minutes of the meetings of the Competition commission.

6.2. Members of the Competition commission:

- Budantseva Tamara Ivanovna – a designer, an honorary teacher;

- Volkodaeva Irina Borisovna – a Head of the Department of Environmental Design in the Russian State University named after A.N. Kosygina, candidate of the technical sciences, an associate professor, a member of the Moscow Union of Artists and the International Art Foundation, a member of the Union of Designers of Russia;

- Gavrilov Dmitry Ilyich – a photographer;

- Hera Scandal – a fashion designer, a photographer, a director;

- Gerunova Ekaterina Vladimirovna – a fashion-designer, a designer;

- Gnatush Svetlana Alekseevna – a fashion designer, a member of the Creative Union of Artists of Russia, a member of the Union of Designers of Russia, a prize winner of the "Russian Couturier" Competition (Moscow), a prize-winner of the c"Asia Dausy!" Competition (Alma-Ata), a prize-winner of the Art Competitions (Poland), a holder of the title "Master - Golden Hands";

- Gurova Ekaterina Alexandrovna – the Director of the Institute of Design, a candidate of the art history, a member of the International Union of Designers, a member of the Creative Union of Artists of Russia;

- Dadasheva Elnara Salladinovna – the Vice President of the Association of High Fashion and Pret-a-Port;

- Kaloshina Alexandra Evgenievna – the founder of the group of textile companies Solstudio textile group;

- Klimova Svetlana – a fashion designer, a doll master, a multiple prize-winner of the international doll exhibitions;

- Konysheva Oksana Vasilievna – a head of the Rosatom Culture Territory project of Rosatom State Corporation;
- Kraft Albina – a fashion designer from Germany, a participant and a prize winner of many competitions and projects, an author of costumes for the Olympics-80;
- Lakhina Olga Pavlovna - member of the Board of the World Dolls Foundation, editor-in-chief of the Doll Master magazine;
- Lana Letta - President of the Cultural Foundation for the Support and Promotion of the Doll Art "The Dolls of the World";
- Katica Liska – a ceramic artist from Serbia;
- Myzina Irina Viktorovna – a Member of the Board of the World Dolls Foundation, a Director of the Doll Gallery Vakhtanov;
- Razdova Tatyana Viktorovna – a fashion designer, a head of the children's fashion theater of Gvardeysk, a repeated laureate of the “Design +” competition, an honorary teacher;
- Sakov Alexander Sergeevich – the General Director of the joint-stock company "Craft Traditions";
- Smirnova Larisa Petrovna – the Director of the Design Institute of the Russian State University named after A.N. Kosygina, a designer, a member of the International Organization "MOA Union of Designers," member of the Union of Photographers of Russia, a candidate of the art history science;
- Tomaila Igor Ilyich – an artist, the art director of Vyacheslav Zaitsev Fashion House;
- Fomin Sergey Gennadievich, the General Director of the sport training center “Dynamo-Rosenergoatom”;
- Tsyganova Julia Sergeevna – a fashion designer, twice Laureate of the Professional Design Competition "Slavonic silhouettes," a prize winner of the Forum "Slava Zaitsev. The World of Art” and the contest of professional designers named after Nadezhda Lamanova, a winner of the prize in the field of fashion, beauty and art named “Slava Zaitsev Fashion & Beauty Awards 2019”, a member of the Union of Journalists of Russia;
- Svetlana Churilova – an Executive Secretary of the ANPPT Fund;
- Shurochkova Natalia Valerievna – a project manager of "Rosatom School" in Rosatom State Corporation;
- Yashchuk Evgeny Valerievich – a Senior Vice President of the Association of High Fashion and Pret-a-Port.

The functions of the members of the Competition commission are the following: to hold the master classes, to select the participants of the Competition, to work within the framework of the project, to identify the winners of the Competition.

6.3. The Project coordinators:

- Tsyganova Yulia Sergeevna – an author of the project, a general director of ANO "The Fashion House of the Children's Creativity";
- Titova Natalya Vasilievna – a chief expert of the Department of Work with Regions and State Authorities of JSC “Rosenergoatom”.

The functions of the project coordinators are to coordinate the work of the members of the Competition commission; to coordinate the preparation of the competitive consideration of the represented works; to prepare agendas, documents and draft decisions for meetings of the Competition commission; to maintain the minutes of the meetings of the commission; to ensure the document flow and to monitor the deadlines for the implementation of the decisions of the Competition commission.

7. The Participants Evaluation System

7.1. The decisions of the commission are made by a simple majority of votes. With equal votes, the votes of the co-chairmen of the Competition commission are decisive.

7.2. Winners are selected in each section:

- for Russian participants - 3 winners (in each nomination);
- for foreign participants - 5 winners from the country (not more than 30 winners in total).

8. The Prize Fund for the Winners

8.1. A prize fund shall be established for the winners of the Competition:

- a trip to the Nizhny Novgorod region to attend the "Creative intensive course" for the winners of the Competition;
- the participation in the creation of the collection of the Competition for showing at Fashion Week in Moscow and in the cities of the NPP territories;
- the unique lectures from the designers, the fashion designers and the artists;
- the visits to the thematic museums;
- the master classes from the owners of the unique and almost forgotten techniques of folk crafts;
- the commemorative awards (figurine, certificate);
- the thematic excursions in the Nizhny Novgorod region.

The winners of the Competition are also given the opportunity to participate in the show of the final collection of the clothes made by the winners and the exhibition of dolls made by the winners in October 2021 as part of the Fashion Week in Moscow.

8.2. Prizes from the Competition experts are also established:

8.2.1. In the nomination "Atomic embroidery": Svetlana Gnatush, a fashion designer will create embroidery according to the sketch of the young designer, which will be included in the final collection called "Atom Fashion Trend".

8.2.2. In the nomination "Dolls Stories", by decision of Lana Lett, several authors of the best dolls are awarded with participation in the "Creative intensive course" in the Nizhny Novgorod Region, where the children will work on creating their own dolls exhibition.

8.2.3. Nomination "Folk crafts" (as part of the Crafts Competition): the winners of this nomination will be invited to the "Creative intensive course" for immersion in crafts, acquaintance with the professionals and training in the integration of the crafts into a modern costume, where they will take part in the creation of the final collection.

8.2.4. In the nomination "The Heritage": one of the winners of the main nominations will be awarded (by the decision of the author).

8.2.5. In the nomination "Almost a Student": up to five winners of the Competition are awarded with an additional 8 points upon admission to the A.N. Kosygin Russian State University (by decision of the A.N. Kosygin Russian State University).

8.2.6. Nomination "An Atomic Photographer": the winners of this nomination will take part in the "Creative intensive course," where they will hold photo sessions and will make the pictures the final collection creation, as well as the Gala show of the collection.

8.2.7. Nomination "I follow the example of you": the teachers whose children won are awarded with a diploma and a prize in the amount of 30 thousand rubles.

8.2.8. Nomination "An Atomic Stylist": the winners of this nomination will be invited to the "Creative intensive course," where they will take part in creating the image of models for the Gala display of the final collection.

8.2.11. Nomination "Wear the Star": one participant is awarded (by decision of the author of the nomination).

Also, all winners will receive a catalog with fashion models and photographs of authors as a gift.

9. Dates

9.1 The project is implemented in several stages:

9.1.1. Making the sketched drawings - from January 1 to April 30, 2021;

9.1.2. Manufacturing of the dolls - from January 1 to April 30, 2021;

9.1.3. Crafts competition - from January 1 to April 30, 2021;

9.1.3. Summing up the results of all nominations of the Competition - from May 1 to 15, 2021;

9.1.3. Online lectures for the winners of the Competition-participants of creative intensive course - from May 15 to June 30, 2021;

9.1.4. "Creative intensive course" in the Nizhny Novgorod region - from July 15 to 30, 2021;

9.1.5. Gala show of the final collection in Nizhny Novgorod - July 29, 2021;

9.1.6. Showing the final collection and exhibition of dolls at Fashion Week in Moscow - end of October 2021.

10. Final Provisions

10.1. The ANPPT Fund reserves the right to use the works represented for the participation in the Competition, and the information about them to be placed free of charge on the Internet, use in television and radio broadcasts, on outdoor advertising media, for the design of the organization's interiors, buildings of JSC "Concern Rosenergoatom" and Rosatom State Corporation during socially significant events in the Russian Federation, as well as publications in the print media, including those on the mentioned Competition, and also for other non-commercial purposes with the mandatory indication of the name of the author (co-authors) of the work.

