

# Ritambhara

*I am fashion*



*Antaragni*, IIT Kanpur

9th-12th October 2014

**RULEBOOK**

# *Reminiscences...*

- ❖ A legacy of 48 years passed down
- ❖ The biggest and baddest cultural festival of North India keeps getting bigger!!!
- ❖ This year we aim at bringing the best in India; from the shores of Kanyakumari, to the Surds of Chandigarh, Antaragni'14 is going to be a challenge if you are up to it
- ❖ Unparalleled media coverage by major news channels, magazines and radio stations
- ❖ Over 35,000 footfalls
- ❖ Vidhi Bhardwaj, Pantaloons Femina Miss India 2012 finalist started off with Ritambhara and was crowned the best Female model
- ❖ Many more in the Antaragni Hall of Fame who have achieved huge distinction in their respective fields

# *Respected Judges*

2010

Miss Fernanda  
Rinku Sobti  
Rohit Dhingra

2011

Pradeep Kharb  
Rohit Dhingra  
Abdul Halder

2013

Nawazuddin Siddiqui  
Elena Kazan  
Munish Khanna  
Niket & Jaini  
Chaya Mehrotra

2012

Pallavi Jaipur  
Rishita Monga  
Hemant J Khendiwal  
Kartik Tiwari  
Nushrat Bharucha

# Ritambhara

Ritambhara is for the fashion junkies as well as for those who dream of being the next Gianni Versace or Coco Chanel. Witness style and glamour set the stage on fire. Expect renowned fashion connoisseurs to judge you and a 10,000 strong crowd to pump your spirits. The show will have all the ingredients for a sizzling night – handsome gents and beautiful damsels dresses in attires ranging from the breathtaking to the outrageous, which might sweep you off your feet.

## **RULES AND REGULATIONS :**

All the above points are subject to change in case of any adversity. Please check the Ritambhara website and the Facebook page for any changes to the above rules or any updates. Participants are advised to be active on the page for regular updates.

### **Pre-Fest Rules:**

1. There will be 2 stages

Preliminary stage (one round)

Finale (2 rounds)

2. Only 1 team per college will be allowed

3. Maximum number of members of a team should not exceed 17 and must be at least 12. This number includes the choreographer and only 1 designer

4. A team cannot take help of individual from outside their college for choreography, make-up and designing since it is an inter-college festival and students are expected to participate. If breaking of the above rule is noticed, the concerned team will be **disqualified**.

5. Each team should submit a soft copy of postcard-sized photographs and names of all the models, numbering them according to their choice prior to the fest. This will help the judges have a finer look at them and decide for Mr. & Ms. Ritambhara

6. If a team fails to stick to the time limit mentioned below, penalty will be imposed on their overall score card.

7. The teams are responsible for their dresses, make-up and background music. Teams are requested to bring the soundtrack along with them in USB flash drives. The tracks should be at least 10-12 minutes long. Also, teams have to send their music tracks via email 3 days prior to the fest to avoid inconvenience for both the organizers and the participants during the fest.

8. Teams can make specific demands regarding light and smoke requirements, if any, in advance, in documented format by email as professional lights will be available. They are also suggested to keep a printed copy of the same demands with them to avoid last minute hassles.

9. The ramp dimensions will soon be provided.

### **During the fest rules :**

a. Water, fire and animals in any form are not allowed onstage. The final decision for the usage of all props will rest entirely in the hands of the coordinators of the events.

b. Teams are advised to use **sensuousness** rather than **obscenity**. The repercussions of obscenity may get reflected in the marks. So, if a team thinks that any sequence of theirs might cross the line, it would be best to discuss it with the event coordinators.

c. Teams will be given practice slots before the Prelims and the Finale to improvise their timings and performance.

d. The decision of the judges will be binding and final.

e. All teams are requested to reach the venue at least 90 minutes before the event starts.

f. Green rooms will be provided to the teams to change costumes, make-up, etc.

g. Teams are requested to bring all the props which they want to use in their performance. No request for providing anything will be entertained.

h. Smoking is **forbidden** inside auditorium premises.

## Judging Criteria

- 1. Innovation
- 2. Make-up and Styling
- 3. Props Used
- 4. Choreography and Ramp Walk
- 5. Costume
- 6. Adherence to the theme

7. Overall effect on the Crowd.

The above list is not according to the order of importance.  
All of the above are equally important for the judging.

## Prizes and Dream-On

For Models (1 male and 1 female)

Entry into the final round of Impresionante Competition  
For teams:

1st team - 25,000 INR

2nd team - 15,000 INR

Mr. Ritambhara – 5000 INR & Miss Ritambhara- 5000 INR

Goodies worth 10,000 at stake too

Some special prizes to be unveiled shortly.

Stay connected through our website and facebook page

- Photoshoot from Abraxas lifestyle
- 1 page full coverage to winners ie. Mr and Mrs Ritambhara
- Modeling assignment with Bluegape ltd.

For Mr. and Miss. Ritambhara.

## Time Limit:

- 1. Prelims: 5 minutes
- 2. First round of finale: 7 minutes
- 3. Second Round of Finale: 7 minutes

## THEMES

1. **The Elements** - The nature owes its beauty to various classical elements. This Ritambhara, get ready to bring out the elements in you. Stand for the stability, solidness and permanence of Earth, the abundance and prosperity of Water, the inspiration, enthusiasm and energy of Fire, the swiftness and smoothness of Air or the purity of Ether Incorporate the essence of creation and embrace the various facets of nature and emerge enlightened.

2. **Avant-Garde** - Its the 21st century. Fashion today is not just about the mainstream, conventional and typical trends. Over the past few years numerous designers, models and celebrities have contributed to popularize weird fashion. What better example could we have than the pop diva Lady Gaga and RnB sensation Rihanna? Fashion designers are currently obsessed with the vivacious lunacy of this trend. So gear up your creativity and get ready to put on the most innovative and wackiest accessories possible. Time to bring out the funky in you. Create your trend and let the world follow!!  
Any of the above themes in the prelims and in the first round of finale.

3. **Open Theme** in the second round of Finale.

# Impresionante

Impresionante is a spin-off of Ritambhara and at an early age of just 2 years, it has crossed all boundaries and exceeded all expectations. A fashion contest based on the lines of Miss India Contest, Impresionante is THE competition. 'The stage sets on fire when the unseen, Unforgettable, ultimate accessory and perception of fashion heralds the arrival of blistering and dynamic youth of this country which finally leads to their charismatic departure.

## Rules for IMPRESIONANTE:

1. Open for all between the ages of 18 and 26 years
2. The event is scheduled to be held on 11 October, 2014
3. The event consists of two stages:  
Selection on the basis of portfolio uploaded on the website  
On stage event at IIT Kanpur
4. Portfolio Round:
  - Participants need to upload their portfolios on our portal which will be disclosed soon at our website.
  - It is an individual entry event and no team is required to participate.

- 20 girls and 20 boys will be shortlisted according to their portfolios by an esteemed jury.
- Apart from this, 4 boys and 4 girls will be kept on the waiting list.
- Portfolios must be a minimum of one front view and one close up of the participant
- All together, the portfolio must have a minimum of 5 photos.
- Participants must submit their itinerary within 48 hours of declaration of the result. If they fail to do so, their participation will stand **cancelled** and will be replaced. Most importantly, it should have a date of your arrival to IIT Kanpur.

- Practice sessions are to be held in the campus.
- Selected participants are suggested to keep at least 2 designs per theme, so as to avoid any clash of similar designs. In such a case, no requests would be entertained and the decision of the coordinators will be final.
- Participants could contact any of the coordinators for queries or send an email at [ritambhara@antaragni.in](mailto:ritambhara@antaragni.in)
- Participants must report at IIT Kanpur latest by 4pm on 9 October, 2014. Late participants are automatically disqualified.
- We cannot provide any accommodation before 9 October, 2014

## **There are 3 rounds:**

### **Round One Theme: Unformal –**

Its time to stop mirroring others. Time to stop being another brick in the wall. Here's your opportunity to embrace the taboo. Dress free from the bondages of society and duty. Put on what you find glamorous and break all the conventions. Show your mettle to the world and let them look at your '**unformal**' side. Untuck your shirt, raise your collar. Untie the knot with ties and boring formals, forever.

### **Round Two Theme: Soirée-**

Get ready for a night of formal dresses, elitist conversations and wine-tastings as we celebrate the grandest soiree ever. But this is no Super Bowl party with potato chips and people slouching in easy chairs — a soiree is an elegant affair. The jeans and t-shirt you wear to a regular party won't cut it — a soiree requires far fancier attire. So rummage your wardrobe for some gaudy accessories and flashy shoes. Don't be late for the party.

### **Round Three: Question Answer Round –**

12 selected participants from the 1st and 2nd round will compete in this round. Participants will be asked questions by our panel of judges and based on their answers, 2 girls and 2 boys will be declared winners.

**Note:** Round 1 and round 2 are open to all 40 participants. Round 3 is for selected participants

### **Prizes and Dream on:**

For top 2 male and 2 female models each

1st Prize 8000 INR

2nd Prize 5000 INR

Goodies worth 15000 INR at stakes too..

Modeling assignment with Bluegape Ltd. For Mr. and Miss Impresionante

# *Elegância- Ritambhara*

Selfie fever has gripped the entire online community. No wonder everyone is getting in on the act and uploading their selfies on their favorite social networking sites. Keeping up the trend Ritambhara brings to you 'Elegância', which is an online selfie contest we are introducing this year. So whip out your cellphones, strike a pose and just snap a selfie in the most creative way to present the best selfie imaginable and send it to us. Loads of surprises and fame awaits you all.

## **Rules for Elegância :**

1. Open to all between the ages of 18 to 26 years
2. Upload your selfie in the Elegância facebook application.
3. Only one selfie per person will be entertained.
4. The participants will be judged on the basis of the number of votes each participant received.
5. The rules will be updated on our Facebook page and website. Follow them regularly for latest news.
6. In case of any queries, feel free to contact the coordinators.

# Co-Ordinators

Piyush Panchal  
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Please visit our website and facebook page for all updates and changes in rules.