

CREATIVITY, WEARABILITY AND THE ART OF TRANSFORMATION



Project Funway Judging Insights by Project Runway Winner Mondo Guerra

Mondo Guerra is a visionary fashion designer celebrated for his bold prints and innovative style. A breakout star on *Project Runway Season 8*, he went on to win the first-ever *Project Runway All Stars*, cementing his status as a fashion powerhouse. His original collections have captivated audiences at *New York Fashion Week*, and his striking costume designs have illuminated the stage for American Television's *New York Theatre Workshop*.

Project Funway judging criteria emphasize the use of unconventional materials, which to me means unexpected materials are manipulated in a way that takes on a new form, creating a textile or a foundation that executes a fashion-forward concept.

When I think of creativity, I consider wearability, silhouette, and the thought that went into the garment's design. To me, creativity boils down to problem-solving. How are unexpected materials transformed to look and feel like fabric? How does the garment move? I also consider the designer's personal connection to the piece.

Again, I'm looking at this as a fashion event. Be clever with your "props" and accessories and ask, "Is this going into costume territory?" I love a dramatic presentation, but there is a fine balance between fashion and costume. Makeup and hair can make or break a look. If your entry is completely bonkers, maybe take it a step back with clean, sleek hair and simple makeup; again, hair and makeup can make a great look go "costume."

During prejudging, I take notes, but seeing the entry in motion on the runway solidifies my top contenders. So, really consider music, your runway walk, attitude, and audience engagement— these elements matter. Take full advantage of the pre-show runway training!

I know it's a lot to think about and an opportunity to experiment and push yourself.

Also, take the time to appreciate the work the judges awarded. Not everyone will win an award. As much as I like to win, I value the privilege of creating and evolving the creative process.

Please keep in mind that "fashion" is subjective. Enjoy, and good luck!