

Recycle Runway >>



Information about Commissioning a Garment or Accessory

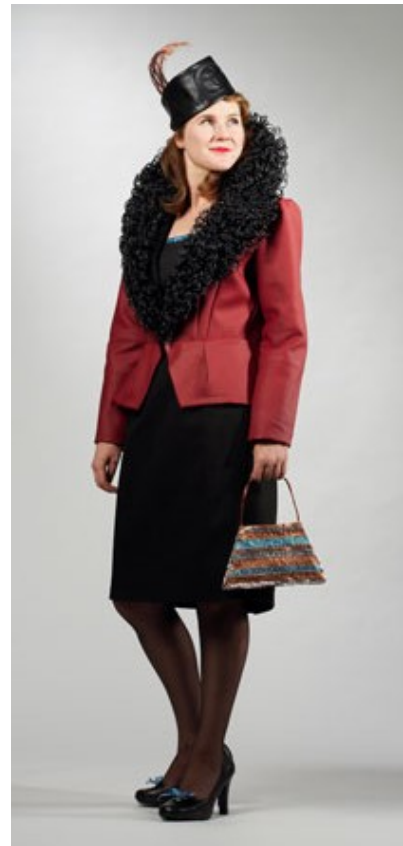
Convertible Trashique

Sponsored by Toyota

Cost to make: \$15,000, 150 hours to create

"Being a part of Recycle Runway is a great way to recognize the efforts of our associates who have worked hard to get us to a 90% recycling rate. Sponsoring a garment allows us to support the arts and environmental education. The sponsorship also allows us to demonstrate that our environmental efforts extend beyond our vehicles, and touch all aspects of our business."

- Ryan McMullan, Toyota



Artist **Nancy Judd** transforms trash into elegant couture fashions and showcases the Recycle Runway Collection in airport exhibitions, class rooms and media outlets around the nation. Her unique work inspires environmental stewardship in millions of people internationally!



Obamanos Coat

Cost to make: \$45,000, 450 hours to create

*Paper door hangers from the Obama campaign were cut into strips, and sewn onto canvas panels which were hand sewn onto a man's vintage coat. The **Smithsonian** has agreed to accept the Obamanos Coat into their permanent collection.*

Global corporations including Toyota, Coca-Cola, Target, Novelis Recycling and the Glass Packaging Institute, have sponsored Recycle Runway garments over the last 10 years.

Each garment is a one-of-a-kind piece of wearable art that takes between 100 to 450 hours to create. Nancy Judd's goal is to design all of her garments to last at least 100 years, thus inspiring generations of people to reduce their environmental impact.

Ms. Judd can create a new garment for your organization from your waste materials, or you can sponsor one of her already designed garments that is waiting to be commissioned and fabricated! (For example the **Youth Eco-Dress** described on page three of this document.) Please inquire with Ms. Judd for additional details.

Sponsoring a Recycle Runway garment is a long-term investment in a unique form of marketing and outreach!



Paper Lace Shoes

Cost to make: \$2,000, 20 hours to create

Vintage shoes covered with recycled office paper cut into an original lace design and glued to the shoes.



Aluminum Purse

Cost to make: \$1,500, 15 hours to create

Vintage purse covered with aluminum cans cut into "rain-drop" shapes.

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Recycling Fiesta

Sponsored by Target

Cost to make: \$10,000, 100 hours to create

"Nancy contacted the local Target store to make the Target recycling dress, and the store team really got into it by coming up with lots of materials we were recycling and even some that we were not. That made the team think more about what they were throwing away. It was a great project and the impact of the dress is excellent."

- Jim Bosch, Target



SPONSOR BENEFITS

Garment Sponsors receive the following benefits:

- A unique, hand-made garment designed by Nancy Judd.
- Inclusion of the garment in at least three upcoming Recycle Runway Airport Exhibits, including the Atlanta Airport.
- Use of the garment for display at sponsor's headquarters or conferences.
- Professional photos of the garment with unlimited use.
- Press releases to announce the completion of the garment in conjunction with any activities that the sponsor's marketing department decides to initiate.
- Highlighting of the garment, by Recycle Runway, for three months in all press interviews and media coverage after the completion of the garment.
- Dedicated webpage on www.RecycleRunway.com with photos of the garment, the sponsor's name, logo and website link, and a description of the sponsor's environmental programs.
- Three to eight youth presentations given in sponsor's name.
- Dedicated dress form and shipping container.

NOTE: Commissioning an accessory has different benefits, inquire with Ms. Judd for details.

GARMENT COST

The cost of a new garment depends upon the design and the materials used to create it. All Recycle Runway garments are made from trash, a free material, however different materials take more time to gather, process and sew.

The cost to design and create a new garment is based on a \$100 an hour fee. Throughout this document there are examples of various Recycle Runway garments and accessories, also included is the time it took to create them and the cost to make the garments.

Nancy Judd can submit a formal proposal for your organization, once she has an idea of your budget, the general design, the materials that you want to use, and the intended use for the garment.



Rusty Nail Vest

Cost to make: \$5,000, 50 hours to create

Rusty nails are sewn, and nail heads are glued onto a vintage vest.



Aluminum Dress

Sponsored by Novelis Recycling

Cost to make: \$20,000, 200 hours to create

Aluminum cans were hand-cut into circles and raindrops, punched with holes, and sewn onto a dress made from an old cloth shower curtain.

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"Your work on this exhibit was impeccable, we are proud to have sponsored such an innovative and well executed educational exhibit. We would like to consider sponsoring future displays."

*- Regina Wheeler, Sponsor,
Los Alamos County*



Albuquerque Sunport Airport Exhibit

ABOUT RECYCLE RUNWAY

Recycle Runway strives to change the way the people live on the earth through innovative environmental educational programs and couture fashions made from trash. The Smithsonian has recently agreed to accept one of Ms. Judd's fashions (The Obamanos Coat) into its permanent collection! The Recycle Runway fashions are exhibited in high-traffic airports to grab travelers' attention and inspire personal action. Community-based presentations and workshops launch young peoples' imaginations while providing information on how to conserve resources. Recycle Runway partners with businesses, non-profits, governmental agencies, foundations and individuals who actively support environmental conservation.

The Airport Project: The intent of the Airport Project is to exhibit the Recycle Runway Collection in glass cases in airports around the world, encouraging millions of people to reflect upon sustainability issues in a creative, fun, and eye-catching venue. The Recycle Runway exhibit also showcases organizations that are helping to find solutions to the sustainability issues facing our planet. Following is the Recycle Runway Airport Exhibit schedule for 2010:

- Phoenix Sky Harbor International Airport, Feb 2010-Aug 2010
- Hartsfield-Jackson Atlanta International Airport Exhibit, Nov 2010-Oct 2011

Youth Education: Working with youth is at the core of the Recycle Runway mission. Nancy Judd gives presentations and workshops to young people across the country using her couture recycled garments to capture the kids' imaginations. She also invites the children to make a new garment with her! **The Youth Eco-Dress** (which has not yet been sponsored) will be created from environmental pledges, made by the children, on strips of recycled paper turned into paper-link-chains and attached to a Scarlett O'Hara style dress. It will be completed in time for the Atlanta Airport Exhibit and seen by over 13 million people!

Ms. Judd offers workshops and presentations to adult audiences as well!



Nancy Judd giving presentations and workshops in Rockford, IL, Pittsburg, PA, Santa Fe, NM and Los Angeles, CA.