

VCC CUSTOM CULTURE FAQS

1. How do we participate in Vans Custom Culture?
In order to compete in our competition, an art teacher or school administrator needs to register the high school on vans.com/customculture between January 3 and February 10, 2017. See the full rules for exact times registration will be open. Once your school is registered, you will receive a box containing 4 blank pairs of Vans for your students to design around four themes: art, music, local flavor and action sports. During the submission period, you will upload images of your completed designs to be voted by an internal panel. Once Vans has narrowed down the Top 50 entries, there will be a public vote to determine the 5 finalists.
2. Who is eligible to participate?
Vans Custom Culture is open to any public or private high schools in the US (excluding Puerto Rico). At this time, no middle, elementary, colleges or home schools are eligible to complete.
3. I'm a parent/student and I/my child want to compete; how can they/I do this?
Our competition is only open to art classes within a public or private high school. If you are interested in competing, please bring our competition to your art teacher's attention to have them gain permission from their principal/district in order to register your school.
4. We have multiple art disciplines within our high school; can multiple classes participate?
Only one registration per school is accepted. If you have multiple students interested in participating, you can a) have a Custom Culture Team that contains students from multiple classes, or b) divide the pairs of shoes up between the disciplines. Only complete submissions (all four shoes reflecting all four themes) will be accepted.
5. I have one student who is interested in competing, can they participate? What is the minimum/maximum number of students who can participate?
We encourage group participation, with teams of about 20 students. This allows for the students to collaborate on design, work to each students strengths and manage their time in completing their submissions by the deadline. Also, as part of the public vote, students are encouraged to "campaign" in their community to earn more votes for their design. This is best accomplished in a larger group than on an individual basis.
6. What is the Customs part of the contest?
New for 2017, we have added an additional design component around our new customs site. Students will be challenged to design an image or pattern that matches with the theme "Technology in Design". This can be hand-

drawn, computer generated, painted – whatever! As long as this piece is a 2-dimensional design and represents the theme, we'll take it! This part of the contest is submitted during the Submission phase with your shoes, but judged and prized separately. The winner will be announced at vans.com/customs, awarded with \$5,000 for their art program and shoes for the design team with your winning image. You MUST complete both the shoes and the customs design to be eligible for either competition.

7. What is an Action Sport?

Action sports refer to those activities that are associated with boards (think skateboard, surfboard) or bikes (think BMX). Action sports do not include football, baseball, soccer or hockey. Please feel free to explore vans.com to see the types of sports we are involved in.

8. I am having trouble accessing the website. What can I do?

We've found the greatest success in accessing our site comes when using Google Chrome or Safari. We tend to see more issues when using other internet applications.

9. When I try to register, it says I have already registered, why is this?

Since Vans can only accept one registration per school, it may not have been you to register, but another administrator from your school who has registered. Once a school name is entered for registration, any following registrations are not accepted. You can email customculture@vans.com to see who has registered your school.

10. I registered and found out my school won't let us participate. Can we un-register?

We encourage all teachers and administrators to gain permission for our competition before registration begins. Once we have received 3,000 registrations, we will close registration for other schools. If you need to "un-register", we can remove you from the list, however we'd need to know before registration closes in order to keep the spot available for other schools.

11. What supplies can we use in our design?

Any and all artistic mediums are welcome to be used in your design. The shoes DO NOT need to be wearable in your final design.

12. What is a complete submission?

In order to be a complete submission, all four shoes and all four themes need to be completed, as well as the Customs design. You will upload one photo per theme, plus a group shot of your shoes together and the Customs image.

13. How can my students earn a chance for a scholarship at Laguna College of Art and Design (LCAD)?

This scholarship is available to seniors in the Top 5 Finalist schools. Once your school has been notified that you are in the Top 5, a representative from LCAD will call each teacher to give them more details on this partial scholarship opportunity.

More questions? Be sure to review the rules. If you still have questions, email us at customculture@vans.com