



PRESS ANNOUNCEMENT | FOR IMMEDIATE RELEASE

Celebrating the Gift of Community is the next activation at INTERFORM Atelier and Famous Hardware in downtown Springdale. The window installation this season will showcase vignettes of cultural holiday traditions representing both INTERFORM programs and the community members that participate in them. INTERFORM Atelier will continue its dedication to the creative community in Northwest Arkansas by providing a space for local and regional artists, fashion designers, and makers. Shop their one-of-a-kind creations this holiday season.

**Who: INTERFORM departments; LEARN, MAKE and SHOW
Local and Regional artists, fashion designers, and makers.**

LEARN | educational and workforce development programming:

- **Enabling Education and Skill Development:** We offer residency programs, sewing classes, and insightful conversations to nurture creative growth.
- **Enhancing Sewing Professionalism:** We provide underrepresented individuals in NWA with essential sewing skills training, optimizing employment opportunities. This meets current and future business demands in the local textile industry.
- **Designers: Gina Janer & Tie Matthew** - Gina and Tie are originally from the Marshall Islands and moved to Arkansas in 2006 and 2017, respectively. They have been a vital part of the INTERFORM team since 2019 and are current students in the Traditional Garment & Design Construction class offered by INTERFORM LEARN.
- **Designers: Dieu Donne Lawi + Papi Amisi Mukoko** - Dieu and Papi are originally from the Congo and now live in Northwest Arkansas. They became students of INTERFORM LEARN in 2023 and attend the Traditional Garment & Design Construction class.

MAKE | small batch manufacturing and commercial product development:

- Creating opportunities for diverse communities in sewn trades, fostering entrepreneurship, and supporting local manufacturing.

INTERFORM

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- Providing creative and technical designs for apparel and fashion products, from understanding clients' vision, requirements, and specifications for their product idea/design to market research, fabric sourcing, pattern design, prototype creation using various needle qualities/capabilities, and pre-production samples
- **Designer: Richard Cotto** - Richard was born and raised in San Juan, Puerto Rico and pursued an Associate's and a Bachelor's in Fashion and Design from Sistema Universitario Ana G. Méndez Turabo Universidad in Puerto Rico, and a Master's in the Arts and Apparel Design from Lindenwood University in St. Charles, Missouri. He is currently the Senior Director of Small Batch Manufacturing and Production at INTERFORM.

SHOW | event programming and community engagement:

- Showcasing diverse talent through fashion events, art exhibitions, and pop-up shows, enriching the creative landscape of Northwest Arkansas
- Enhancing INTERFORM's community presence through innovative programs and meaningful connections
- **Designer: Rinat Brodach** - Rinat is an Israeli American fashion designer based in New York. She attended the Academy of Art University in San Francisco and the Chambre Syndicale de la Couture Parisienne in Paris. Rinat was also a contestant on the first season of Amazon's Making the Cut.

And don't forget to stop by the INTERFORM Atelier next door. Shop the creations of local and regional artists, fashion designers, and makers along with pieces from the INTERFORM Learn students. Directly support their talents and creativity with the purchase of a one-of-a-kind piece that you can gift to yourself or someone you love for the holidays!

Designs included from: Klothed 31, Ruby Ru Designs, Elizabeth Collection, I Survived Earth, and more.

What: INTERFORM is gearing up for the holidays this season with a series of vignettes in the windows at Famous Hardware showcasing Hanukkah, Christmas, Kwanzaa, and New Year's Eve and how members of the NWA community celebrate them. The activation is titled "Celebrating the Gift of Community." The windows will focus on the fashion designs from community members and the department of INTERFORM they participate in. This activation is presented by the **Tyson Family Foundation.**

When: November 17th, 2023 through January 15th, 2024.

Where: Famous Hardware windows in downtown Springdale
113 W. Emma Avenue Springdale, AR 72764

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About INTERFORM: INTERFORM is a 501c3 Non-profit organization at the forefront of creative growth and change in our community. We envision a self-sustaining design-led fashion and art industry in Northwest Arkansas and we build robust programs to directly support that vision. We foster greater levels of creativity and provide the right education and resources needed to grow our designers and artists. We uplift and center the creative works of those who are underrepresented and use our platform to encourage others to do the same. We are here to propel creatives forward and aid in their professional journey

ABOUT THE TYSON FAMILY FOUNDATION: Established in 1970, the Tyson Family Foundation supports efforts for education, health, arts and culture and youth programs as well as a scholarship program for Tyson Foods employees and their families. The foundation has endowed and supported local, regional and national organizations committed to furthering access to knowledge, promoting creativity and supporting communities. The Foundation is currently led by President Olivia Tyson.



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INTERFORM FASHION