

PENSOLE FOOTWEAR DESIGN ACADEMY is pleased to announce the launch of

## 2015 iPENSOLE at Kolding School of Design by ECCO

PENSOLE Footwear Design Academy will hold their first international Master Class at Kolding School of Design (DSKD) in Kolding, Denmark sponsored by ECCO. The 2015 iPENSOLE Master Class is a hands-on 5 week program, pairing aspiring footwear designers with projects from ECCO to create new designs from idea to finished design concept.

Students will visit ECCO's headquarters and learn from professionals ranging from design directors, designers, developers, engineers, and PENSOLE's staff—all willing to share knowledge to help inspire, guide and challenge you to reach your creative potential.

In partnership with **CUMULUS**, *International Association of Universities and Colleges of Art, Design, and Media*, Kolding School of Design and PENSOLE Footwear Design Academy will offer up to 4 scholarships to students from around the world. Students receiving a scholarship will learn with DSKD's students.

PENSOLE's "Learn by Doing" Curriculum introduces students to the product creation process such as:

Footwear Design: Consumer profiling, Storytelling, Sketching, Branding  
CMF: Leadership, Terminologies, Storytelling, Palette Development, Presentation  
Business of Design: Industry Trends, Product Briefs, Strategic Thinking  
Professionalism: Branding, Portfolio Development, Communication, Time Management

If you are accepted into the class, be prepared to work 8+ hours a day. This is not your normal class. It's a master class that will introduce you to what is needed to have a career in footwear design. At the end of the 5-weeks you will have a different outlook on yourself, design and the footwear industry.

### ELIGIBILITY:

Applicants must be at least 18 years of age.

NOTE: If you are currently working for a footwear brand, you are not eligible for this class.

### SUBMISSIONS:

In order to be eligible to win a scholarship to attend this class, create one lateral view of your original footwear design, SKETCHED BY HAND in black and white or color. NO COMPUTER. Submit your sketch to [www.mesh01.com/pensole/](http://www.mesh01.com/pensole/)

### APPLICATION DEADLINE:

Your design must be submitted to Mesh01 latest at 11:59PM PST by Sunday, August 30th, 2015. Applications submitted through any means other than Mesh01 will not be considered.

### APPLICATION RULES:

Students selected will be announced on September 7th, 2015. All applications are subject to and governed by the Official Rules, which are located at <http://design.mesh01.com/forms/termsandconditions.aspx> By submitting an application, you agree to be bound by and perform your obligations described in the Official Rules.

### CLASS SCHEDULE:

October 19th – November 20th, 2015 in Kolding, Denmark. Monday to Friday, 9am until ...pm.

### TUITION:

Free with iPENSOLE @ DSKD | CUMULUS Scholarship\*

\*Must be enrolled or a graduate of a school that is a member of CUMULUS

\*2000 Euros for non-scholarship students

### TRAVELING AND HOUSING:

You will be responsible for the cost and booking of your own traveling and housing.

#### SUGGESTED HOUSING OPTIONS:

1. Kolding Youth Hostel. ~200 Danish Krone/night. <http://www.danhostelkolding.dk/index.asp?mode=alm!vandrerhjemmet!gb&sprogskift=true>
2. Kolding Hotel Apartments. ~300 Danish Krone/night. <http://www.koldinghotelapartments.com/>
3. Kolding Bed&Breakfast. ~895 Danish Krone/night. <http://www.koldingbb.dk/en>

**All inquiries, email [info@PENSOLE.COM](mailto:info@PENSOLE.COM)**

#### About PENSOLE

PENSOLE's "learn by doing" curriculum teaches students the entire footwear design process: inspiration, concept-development, design process, problem solving, materials, business, networking, marketing, and branding. PENSOLE features the most sought after faculty in the footwear world, comprised of both young professional designers and established footwear design leaders from the top brands, with more than 100 years combined experience to guide students in their professional development.

D'Wayne Edwards, a celebrated member of the global footwear community for the last 26 years, founded PENSOLE to give talented young design students—regardless of socioeconomic background—an opportunity to learn from the industry's best, without financial barriers, and to provide the industry with a firm system for the next generation of footwear designers.

Since the first PENSOLE class in 2010, more than 100 Academy graduates have been placed professionally, full-time or as interns, for footwear companies worldwide, including Columbia Sportswear, The North Face, Timberland, Converse, New Balance, Cole Haan, Under Armour, Keen, Stride Rite, adidas, JORDAN, Kenneth Cole, ECCO, Reebok and Nike.