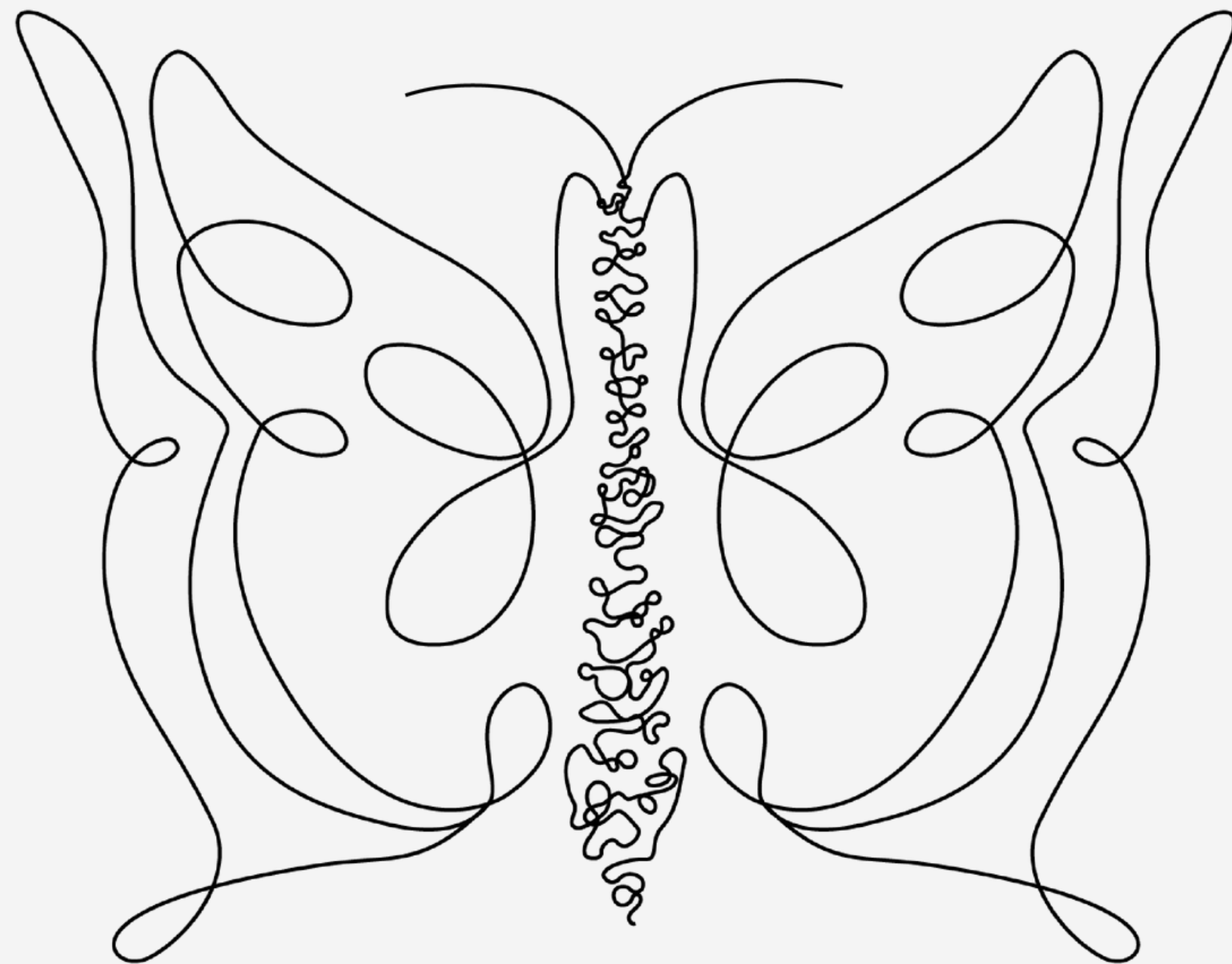


The Art of the Earth

ARTEM



VCFS 2021-2022 THEME HANDBOOK



TERRAE

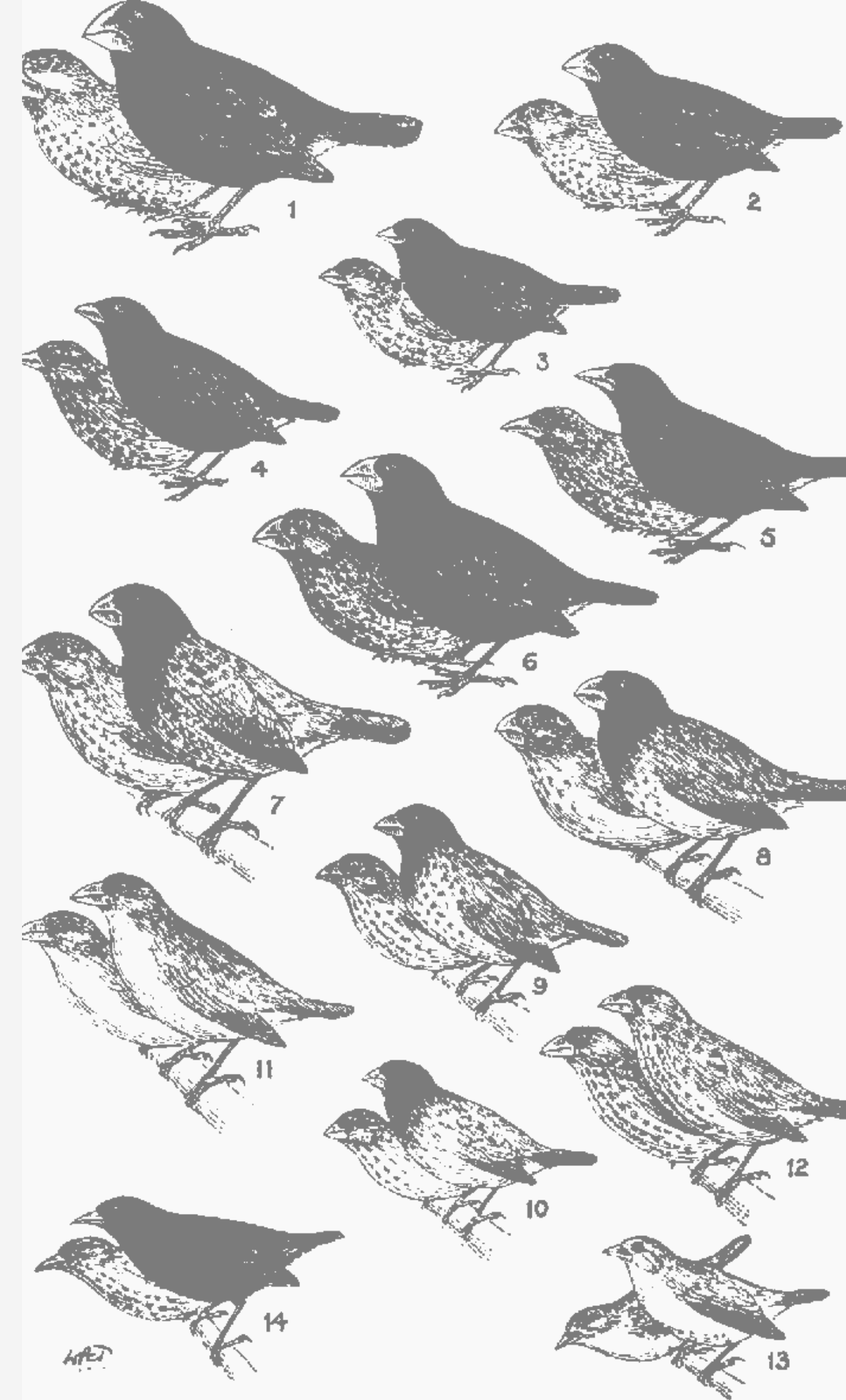
The Art of the Earth

Artem Terrae

THEME DESCRIPTION

As human beings, we draw our life, power, and inspiration from the natural world. All things begin in the same way, rising from and eventually returning to the Earth. This year's theme celebrates the innate beauty of the world around us with an emphasis on the importance of protecting and sustaining that which sustains us. The Earth offers creativity in its most raw and pure form through its landscapes. In turn, we as human beings move through each stage of our lives learning and building off of the environments around us, growing and changing with each passing day. Artem Terrae, the art of the Earth, brings Vogue back to the very roots of all art through its focus on the greatest masterpieces of all and how the artist in each of us utilizes this life force.

“Charles Darwin’s theory is set out in his The Origin of Species (1859) and proposed... “Survival of the fittest,” which is often incorrectly taken to mean the strongest winning, actually refers to the fitness of the organism to the prevailing environment... Applied to aesthetics, and landscape aesthetics in particular, Darwin’s theory suggests that the landscapes preferred by humans enhances their survivability; thus landscape preferences are not a superficial whim but rather reflect an innate behavior which is critical in aiding, albeit ensuring, human survival.”



SALVOS ↔ SURVIVAL

Saltu, or “the jungle”, offers an endless palette of vibrant colours, patterns, and textures to draw inspiration from. In the jungle, each life form’s unique appearance is not only strikingly beautiful but also a powerful tool for survival. Bold pinks, greens, and yellows serve to both attract and defend, a sentiment that applies to how we as human beings use our fashion to both stand out and blend in.

“Salvos” mixes the ferocity of the jungle cat, the deception of the carnivorous plant, and the vitality of the interconnected ecosystem to explore the beauty of the jungle landscape. This scene focuses on the themes of adaptability in the face of the extreme and the bold ways we bend the world to our will.



SALVOS ↔
SURVIVAL

VOGUE
CHARITY FASHION SHOW



SALVOS  SURVIVAL

VOGUE
CHARITY FASHION SHOW

MEMORIA ↔ THOUGHT

MEMORIA, our periods of deep thought represented by the tundra.

MEMORIA is a blank canvas, a clean slate that provides the opportunity to start over. Free from rejection, free from shame and free from guilt, the tundra fosters an environment where we can rewrite our past and pick ourselves up despite the mistakes we've made. The tundra is cold, fierce and unpleasant which is how our bodies feel when we encounter change - but the snow is a blanket that will act as a shield and protect us through the choices we make. We are the writers of our own stories, which means we have the opportunity to craft these new beginnings through periods of drastic introspection. Although our options are limitless, we may find more comfort in simplicity.

MEMORIA ⇄ THOUGHT



MEMORIA ↻ THOUGHT



LIBERTAS ➔ FREEDOM

LIBERTAS, or “freedom”, is illustrated in this scene as the boundless and quiet forest landscape. It is amazing what one can learn about themselves when they return to the fresh air of the woods and turn away from the noise and distraction of the modern world. This scene celebrates the unparalleled sense of release and relief of the forest environment through a focus on soft florals, pastels, and an appreciation of the varying textures. Libertas is about getting lost, running barefoot, and listening to the sounds of the world often overpowered by the hustle of our own deafening thoughts. With discovery of the world as the only destination, this scene celebrates the freedom to grow and reflect.



LIBERTAS ➔ FREEDOM



LIBERTAS ➔ FREEDOM

VOGUE
CHARITY FASHION SHOW

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VIRIBUS ➡ STRENGTH

MONTIBUS offers the conflict, battle, and conquer narrative often symbolized by the mountains. There is always going to be another obstacle in life that one must face and battle through until the end. We often wish these conflicts would disappear; however, conquering them is how we learn to grow and prosper in a world full of uphill challenges. A mountain climber must come face to face with their fear and not look back until reaching the top, the same should be said for all humans seeking internal and external success. A mountain is a problem not yet solved, you will need armour and strength for this great feat.

VIRIBUS ➔ STRENGTH



VIRIBUS ➔ STRENGTH



IMPERIUM ⇄ POWER

IMPERIUM is the fluid, natural journey humans inevitably flow through. The ocean holds most of our unknown and remains the most uncharted landscape on our Earth. The abundance of creatures and the movement of the waves represents the everchanging and discoverable nature of human life. The tide pulls us in every direction, until the motions bring us to shore. Not only does our water ensure the survival of humanity, but it acts as a guide for us to map out what we have not yet discovered. Humans cannot control the power of water; yet, can get lost in it. Imperium is about focusing on the inner power of making decisions, the creation of life and exploring the unknown of one's pure mind. This is how the Earth started and was essential for the commencement of human life with its ever-changing, evolving nature. The ocean could be seen as internal conflict and it is better to allow yourself to move with the tide than fight and sink. Allow the time to get caught up in the power of the ocean. Allow yourself the time to hold your breath and swim, the air will be much sweeter after.



VOGUE
CHARITY FASHION SHOW

IMPERIUM ⊕ POWER

VOGUE



Eye Shadow: *Le Rouge* by CHANEL
Lip: *Le Rouge* by CHANEL
Nails: *Le Rouge* by CHANEL
Hair: *Le Rouge* by CHANEL
Makeup: *Le Rouge* by CHANEL
Styling: *Le Rouge* by CHANEL
Photographer: *Le Rouge* by CHANEL
Creative Director: *Le Rouge* by CHANEL
Art Director: *Le Rouge* by CHANEL
Production: *Le Rouge* by CHANEL
Hair Stylist: *Le Rouge* by CHANEL
Nails Stylist: *Le Rouge* by CHANEL
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IMPERIUM ⚡ POWER

VOGUE
CHARITY FASHION SHOW

PROGRESSIO ↔ DEVELOPMENT

There comes a time when we feel uninspired - dry, empty and burnt out after repeating the same routine everyday. We find ourselves sinking in the depths of the sand, reflecting on our past and second guessing the accomplishments we've made. We ask ourselves: Were we able to make a profound impact? Have we reached our peak? Despite these self doubts, how the world perceives us is far from unworthy. DESERTUM is the barren landscape at first glance, but those who are able to thrive in these conditions are the future. This is a period of exciting self development, a time to shine and grow into the next phase of oneself unapologetically.

PROGRESSIO ↔ DEVELOPMENT



PROGRESSIO ↔ DEVELOPMENT



SUSTINERI ⇄ SUSTAINABILITY

The final scene of the show begs the audience to critically consider their own perspective on the fashion industry by reflecting on the beauty of the natural world and the dire need to protect it. Entirely made of reused, upcycled, and repurposed materials, this scene illustrates how everything we need is already here. Sustineri, or “the sustainability”, celebrates human creativity and demonstrates how there is value to be found in everything. Sustineri is a hopeful scene of self expression through the innovative use of materials often deemed unusable.



SUSTINERI ➡ SUSTAINABILITY



SUSTINERI ➔ SUSTAINABILITY

A Note from the Creative Directors

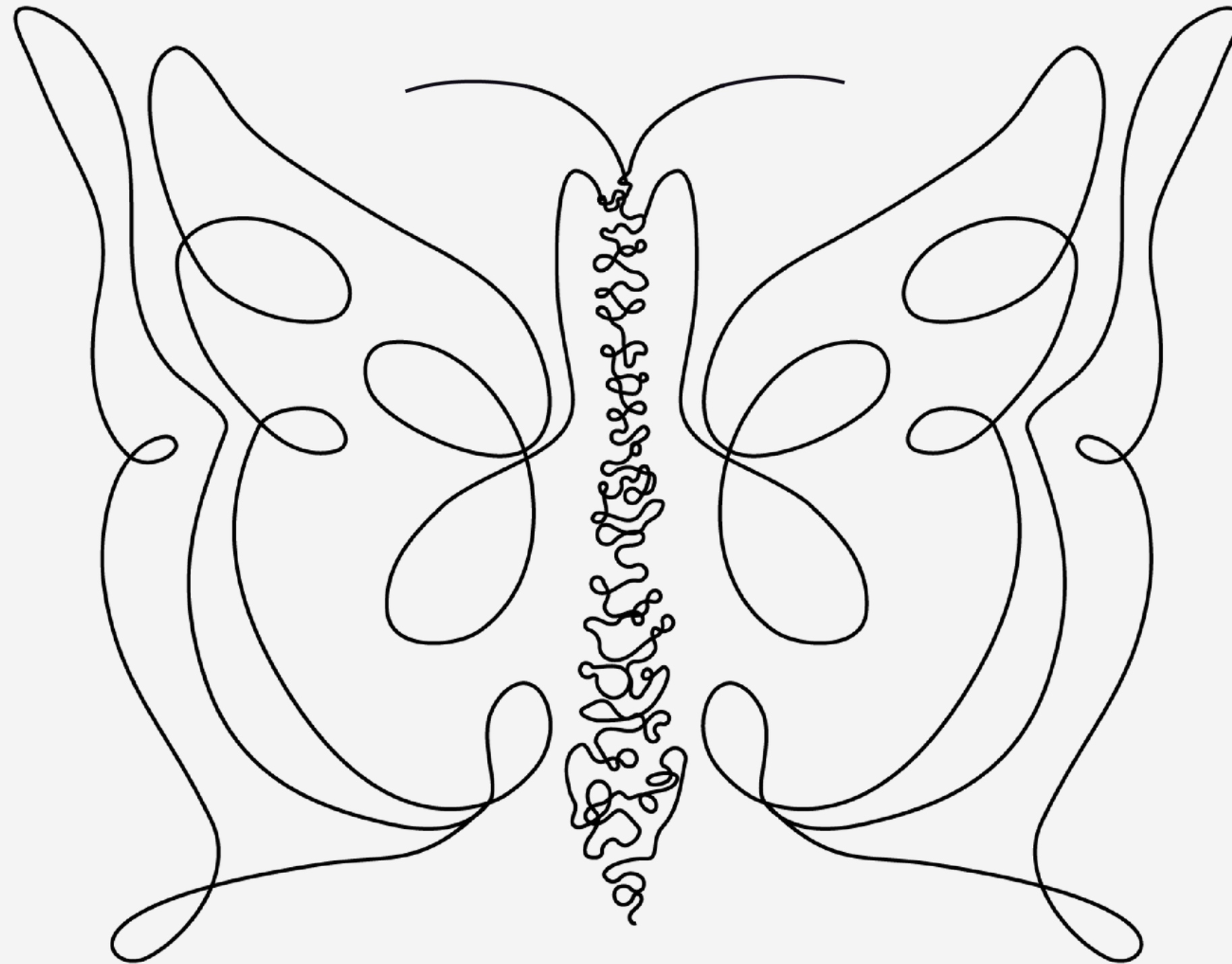
As we enter the 25th year of VCFS, we thank everyone for their continuous support and commitment to the organization. Through this theme, we hope everyone is able to relate to some aspect of the human experience and reflect on how the environment plays a role in shaping our perspectives of the world. With a cast over 170+ students each year, The Vogue Charity Fashion Show continues to grow and remains the largest student-run club on campus, with one of the most highly anticipated art event within the Queen's and Kingston communities. By uniting the student body and the Kingston community, VCFS strives to give back to our community through creativity and philanthropy. We could not be more excited to support Kingston Interval House this year.

- Bella Crysler, Ashley Ngo, and Brendan Reid

Creative Directors



Thank you for supporting Vogue Charity Fashion Show!



Artem Terrae



@vcfs_queens



Vogue Charity Fashion Show



<https://www.voguecharityfashionshow.com/>