



## **Cricut, the Leader in Smart Cutting Machines, Launches "Project Maker" Contest at the Fashion Institute of Technology**

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### **Participating FIT Students to Design Accessories and Home Collections Using The New Cricut Maker; Winners to Receive Scholarship Funds**

New York, NY (PRWEB) - [Cricut](#), the leader in technology products that allow users to create personalized, professional-quality projects with ease, kicked off "Project Maker" this week, a contest with students from the Accessories Design and Home Products Development programs at the Fashion Institute of Technology (FIT). The students will design and create original accessories collections for fashion and home décor using Cricut Maker™, Cricut's newest smart cutting machine. Winners will receive scholarship prizes and the opportunity to have their collections featured in Cricut [Design Space®](#), where thousands of users go daily to source and create projects.

Students will be able to design, develop and produce fine hand-crafted pieces with hundreds of materials. The new Cricut Maker brings professional-class cutting versatility and power to the desktop, giving student designers a production cutting tool that has ease of mobility.

FIT faculty incorporated "Project Maker" in their Home Products Development and Accessories Design curricula for the Fall semester. Accessories created by students can consist of original goods (a leather clutch, for instance) or designs that can be applied to existing items (e.g., an original pattern that can be used to embellish a purchased clutch). The challenge for the students is to utilize their talent and advanced skills as upcoming professionals to create a collection of designs that can be replicated by the everyday, non-professional maker.

"FIT is home to some of the most talented design-minded students in the world, and we can't wait to see how they will stretch the boundaries of what Cricut Maker can do," said Ashish Arora, CEO of Cricut. "Our mission is to help people lead creative lives. I'm confident that as we watch their collections take shape, these future designers will push us even further to elevate the creative experience for all of our customers, from daily makers to entrepreneurs."

[Cricut Maker](#) cuts, draws and scores hundreds of materials, from the most delicate fabrics and papers to denser, thick materials like balsa wood and heavy leather, giving makers the freedom to create virtually any project they dream up. Students are also encouraged to utilize other new tools from Cricut: [Cricut EasyPress™](#) a portable heat press that simplifies iron-on projects, and [Cricut BrightPad™](#) a versatile five-light box for weeding designs, tracing, and seeing fine details in sketches.

Contest finalists will be given a Cricut Maker, Cricut EasyPress, Cricut BrightPad, as well as a gift card for buying supplies. Finalists will present to a panel of judges in December and the winners will be announced two weeks later. Finalist collections will be on display at FIT during a celebratory event in February 2018.

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#### **About Cricut**

Cricut helps people everywhere live creative lives by providing the tools they need to make beautiful, high-quality DIY projects quickly and easily. The inventor of the smart cutting machines category, Cricut offers the new Cricut Maker™ and industry-leading Cricut Explore® machines, plus Cricut Design Space™ software for laying-out designs and accessing a huge library of projects, a variety of crafting tools and accessories, and a diverse range of vinyl, iron-on and other materials. Cricut products can be found in stores and online at major craft stores, mass retailers, and specialty stores as well as Cricut.com. The Cricut brand is owned by Provo Craft & Novelty, Inc. based in Utah. Learn more at [Cricut.com](#).

#### **About FIT**

The Fashion Institute of Technology, a part of the State University of New York, has been a leader in career education in art, design, business, and technology for over 70 years. With a curriculum that provides a singular blend of hands-on, practical experience; classroom study; and a firm grounding in the liberal arts, FIT offers a wide range of outstanding programs that are affordable and relevant to today's rapidly changing industries. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers 50 majors and grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the global marketplace. Visit [fitnyc.edu](#).