

**TEXTILE**  
ART FESTIVAL  
FIBRE • YARN • FABRIC

**BERNINA<sup>+</sup>**

  
**EXPERTISE EVENTS**

**2010 Material Artwear Design Extravaganza  
M.A.D.E.**

A judged competition in conjunction with the Textile Art Festival:

Sponsored by Expertise Events Pty Ltd (EE) & BERNINA Australia Pty Ltd

**The Competition:**

Textile artists, designers and anyone with a love of creative textiles is invited to enter a competition to create a wearable art costume (ensemble).

**The 2010 Theme: *Alice in Wonderland***

**Prizes:**

Total prize pool: \$5000 to be divided as follows:

1<sup>st</sup> prize: \$3,000 cash

2<sup>nd</sup> prize: \$1,500 cash

3<sup>rd</sup> prize: \$500 cash

Junior prize (entrant under 18 years of age at April 15, 2010: One Bernina sewing machine (Bernina activa 210)

Textile Art Festival • June 25 – 27, 2010  
Brisbane Exhibition Centre, South Bank  
[www.textileart.com.au](http://www.textileart.com.au)

### **Rules and Entry Form:**

1. Entries will be judged on creativity, interpretation of the theme, design merit and workmanship.
2. The competition is open to the public. An individual or groups may enter, as long as all persons who contribute to the entry are nominated on the entry form. A limit of two entries per person or group applies.
3. Entries must have been completed after July 2009, not prior to this.
4. Employees and family members of Bernina Australia and Expertise Events are not eligible to enter.
5. If a commercial pattern/s has been used as the basis for this design, this must be acknowledged on the entry form.
6. Entries must be labelled clearly with the entrant's name, address, telephone number, and email and the name of the work. Labels must be cloth and securely stitched to the inside of the work.
7. The entrant/s stated on the Entry Form must be the maker/s of the entry.
8. Entries are to be created from predominantly (more than 50 percent) textile materials, not paper or plastic.
9. Entries must be able to be packaged into a carton measuring: maximum length on longest side no more than 1 metre and maximum girth (measured around the other two dimensions) no more than 140cm, and must weigh no more than 15kg.
10. Entries must be available for display at the Textile Art Festival June 25 – 27, 2010 and selected entries also displayed at the Melbourne Craft & Quilt Fair, July 22-25, 2010.
11. Entries must be posted, not delivered personally, and will be returned by post. Entries cannot be collected in person at the event.
12. Expertise Events and Bernina will take all care but no responsibility for any damage or theft to an entry that occurs while the entry is in the care of Expertise Events and Bernina. If insurance of any kind is required, this is the responsibility of the entrant and will be at their cost.

### **HOW TO ENTER**

13. **ENTRY FORM DEADLINE:** Send your entry form BEFORE April 15, 2010 with three hard copy photographs and three digital images of the entry showing FRONT, BACK AND DETAIL. A panel of judges will then select up to 30 finalists (in total) based on the hard copy photographs and digital images of the works. The judges' decision is final and there will be no correspondence. Upon seeing the final works, the competition sponsors reserve the right to decide which works will be included in the exhibition. The organisers reserve the right to refuse any work that does not match the images submitted to the judges. The judges may reserve the right to withhold an award if the standard of work does not warrant the award, or award two equal winners to share the prize.
14. Hard copy photographs and digital images of the entries will not be returned to the entrant. Each entrant must send two hard copy photographs and two high

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- res (over 300 dpi) jpgs for each work entered. One must be showing FRONT, one showing BACK and one showing DETAIL of the entry. All digital images must be sent in on a CD.
- 15.** There must not be any modifications including any colour correction on the CD. You may crop the background only. You must identify on the back of each hard copy photograph and individual digital image (including the CD itself) your name, title of entry, and size. CDs must be finished when you write them, so they can be opened. All hard copy photographs and digital images submitted must be good quality, clear images and well lit. The hard copy photographs and digital images will be used for selection purposes and/or publicity and promotion and the final entries selected for the exhibition may also be professionally photographed for publicity and all other promotional purposes as Expertise Events and Bernina see fit in their absolute discretion.
  - 16.** Copyright & Moral Rights: By entering the competition the entrant/s give permission for Expertise Events Pty Ltd (Expertise Events) and Bernina Australia Pty Ltd to photograph their artwork and agrees and acknowledges that all copyright of the photographs that Expertise Events and Bernina takes of an entrant's work both current and future in time is that of Expertise Events and Bernina. The entrant further grants to Expertise Events and Bernina licence to produce, reproduce and publish in whole or part throughout the world an entrant's statement as is submitted on the entry form which may be used in articles, ads, promotions, catalogues, books, websites, CDs, current event news coverage, television productions, and/or multimedia productions for and about the Textile Art Festival, special exhibit "Material Artwear Design Extravaganza" or for and about textile art and creativity in perpetuity from time to time. Entrants agree and acknowledge that they consent to any activity which would otherwise infringe their moral rights by Expertise Events and Bernina. The entrant retains copyright in the artwork and the photographs which the entrant submits with their entry, save and except that the entrant grants Expertise Events and Bernina the right to reproduce the digital photographs forwarded with the entry form, into a format for the purposes of the internal judging process and/or publicity and promotion.
  - 17.** Entry Deadline: All completed, signed entry forms, hard copy photographs and digital images must be postmarked no later than April 15, 2010 and must be sent altogether accompanying the entry form to Expertise Events.
  - 18.** Entry Fee: A fee of \$20 per entry is payable by cheque. Cheques should be made out to Expertise Events Pty Ltd and must accompany each entry form.
  - 19.** Length of exhibit: The participating artwork must be available for the duration of the Textile Art Festival, from June 25 - 27, 2010 and will remain in the possession of Bernina or Expertise Events for this period. All entries must be available for display during the entire period from selection date to the end of the festival (June 27, 2010) and selected entries will also be displayed at the Melbourne Craft & Quilt Fair, July 22-25, 2010. Artwork will be returned to entrants in August, 2010.

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**20. Finalists will be displayed at:** Textile Art Festival, Brisbane, June 25 – 27, 2010.

**21. Mail entry forms and photos to:** M.A.D.E. Competition, Expertise Events, PO Box 6053, Frenchs Forest, NSW 2086, POSTMARKED no later than April 15, 2010. The completed entry should contain:

- One completed, signed entry form per artwork;
- Three hard copy photographs and three digital images of each entry (front, back, detail).

**22.** It will be up to the entrant to make an inquiry with Expertise Events on 02 9452 7575 to ensure receipt of delivery. No liability will be accepted by either Expertise Events or Bernina for the failure of the postal system delivery.

**23. Notification of Selection.** After entries are juried, finalists will be selected and notified.

**24. Sending Entries for Final Judging.** If you are selected as a finalist, you must then send your actual artwork for judging. The selected works must be sent by the entrant, at his or her own expense, to arrive no later than: June 4, 2010. Shipping details will be given at the time of notification that you have been selected as a finalist. You will be required to send details of how you would like your entry returned and the funds/stamps to cover the cost of return.

**25. Entry Returns.** Entries will be returned by post during the month of August 2010. Entries can NOT be collected at the Festival.

**DO NOT SEND ARTWORK PRIOR TO NOTIFICATION THAT YOU ARE CHOSEN AS A FINALIST.**

**Summary: COMPETITION DEADLINES**

**April 15, 2010**

Deadline to send entry form, CD and prints

**May 14, 2010**

Notification of 30 finalists

**June 4, 2010**

Deadline for receiving actual entry

**June 25 - 27, 2010**

Judging, announcement and exhibition of the prizewinners

**August, 2010**

Artwork returned to owners

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M.A.D.E.**

**Entry Form: Page 1**

*Use one form per entry – form may be reproduced.*

Name: (First) \_\_\_\_\_ Last) \_\_\_\_\_

Is the entrant a Junior (18 years of age or under at April 15, 2010)? \_\_\_\_\_

If so please advise Date of Birth: \_\_\_\_\_

Address line 1 \_\_\_\_\_

Address line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_

Tel (daytime) \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Title of artwork \_\_\_\_\_

Size (dress size that the wearable is designed to fit) \_\_\_\_\_

Date entry was completed \_\_\_\_\_

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**Entry Form: Page 2**

Is this design wholly original? Yes / No \_\_\_\_\_

If No, list the design source/pattern company and reference numbers here along with any other explanation required. \_\_\_\_\_

Materials used: \_\_\_\_\_

Techniques used: \_\_\_\_\_

Artist's Statement of Inspiration (how have you interpreted the theme?):

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**Entry Form: Page 3**

I agree that by entering the competition I/we give permission to Expertise Events Pty Ltd (Expertise Events) and Bernina to photograph my/our artwork and I/we agree and acknowledge that all copyright in the photographs that Expertise Events and Bernina take of my/our artwork both current and future in time is that of Expertise Events and Bernina. I/we further grant to Expertise Events and Bernina a licence to produce, reproduce and publish in whole or part throughout the world my/our statement as is submitted on the entry form which may be used in articles, ads, promotions, catalogues, books, websites, CDs, current event news coverage, television productions, and/or multimedia productions for and about the Textile Art Festival, special exhibit "M.A.D.E." or for and about textile art and creativity in perpetuity from time to time by Expertise Events and Bernina or each of their successors and assigns. I/we agree and acknowledge that I/we consent to any activity the performance of which would otherwise infringe my/our moral rights by Expertise Events and Bernina. I/we understand that I/we retain the copyright in the artwork and the photographs which I/we submit with this entry save and except that I/we grant Expertise Events and Bernina the right to reproduce the digital photographs forwarded in with the entry form into a format for the purposes of the internal judging process and/or publicity and promotion.

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*Entrant's AGREEMENT: By signing and submitting the completed entry form I agree that I have read and understood the competition rules and accept them. I agree to abide by the rules and I will accept that the decision of the judges is final and that no correspondence will be entered into.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name in full (printed): \_\_\_\_\_

**ENTRY FORM MUST INCLUDE:**

- Completed entry form for each entry
- Three hard copy photographs and three digital images (front, back & detail) for each artwork submitted on a CD marked as set out in the competition rules.
- For each entry, an entry fee of \$20 is required, payable by cheque made out to Expertise Events Pty Ltd.

MAIL TO: M.A.D.E Competition, Expertise Events Pty Ltd, PO Box 6053 Frenchs Forest NSW 2086 POSTMARKED no later than April 15, 2010.
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