

Hand & Lock Prize for Embroidery 2005

The Competition

The Hand & Lock Prize for Embroidery 2005 (formerly the M. Hand Prize for Embroidery.) This prestigious competition attracts students of embroidery, fashion, and textiles throughout the world.

The aim is to promote the use of hand embroidered surface embellishment within the fashion industry. In doing so, it is hoped that contemporary design and fresh approaches can be matched up with the high quality and expertise expected of fashion and couture houses.

The Brief: ENCRUSTED

written by the London College of Fashion

Inspiration:

Garnished Tweeds

In floral embroidered menswear fabrics, sensible English countryside haberdashery malingers with quirky Victoriana.

- Gentleman tweeds, plaids and pinstripes flirt with beading and embellishment.
- Practical neutrals mix with pretty-pretty pastels.
- Salvation Army chic meets Second-Hand Rose.
- Little herringbone blazers top elaborate jeans.

Baroque Beauty

Behind the balustrade, soulful cavaliers court elegant ladies-in-waiting.

- Versailles gentlemen and Romanesque muses
- Decorative, filigreed fans restore fanciful myths.
- Rococo renderings glow with rich gold.
- Silk shirts and printed boxer shorts

Wood Lodge

Frontier and outdoor looks merge in lumberjack plaids, Shetland woollens and prairie fauna Camouflage.

- Ski-cabin Nordic patterns in lavender and violet shades
- Soft, aged and faded prairie stripes and borders
- Colourful fleece and fur intarsia
- Gritty grey hunting vests and bison brown duffle coats

Photo-Tech

Intensity, exaggeration and distortion re-define floral prints for winter

- Edgy beauty with a high-tech cachet
- Abstracted photo-realism is playfully optic
- Sweetly tough, whimsically muscular
- Printed poplin shirts and slinky knit dresses

The brief encourages a diverse range of work. Entrants are required to present designs and samples of hand embroidery for clothing.

It seeks original and creative ideas, innovative design and use of materials. The finished product must be both practical and commercially viable.

The work must be made by hand (this includes hand guided machine but not computer aided machine).

All work must be backed up by supporting sketches/idea sheets, with notes that explain the thinking and ideas behind the concept.

The judges must be able to easily see the design development from initial concept through to realised design.

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Who Can Enter

Any student of embroidery in fashion and textiles who is in full time education at the time of application from any country in the world.

How to Enter

Contact your course tutor for photocopies of the entry form.

Or visit www.handembroidery.com/comp2005 for full details and to print off an entry form.

Complete the entry form in full and return along with the entry fee to Hand & Lock no later than March 31st 2005. Please note only the entry form and entrance fee is required for March 31st, no work should be sent at this point.

Entry Fee

There is a £12.00 fee to enter. (20 Euros / 25 US Dollars /30 Aus Dollars)

Payment by cash cheque or by credit card payable to Hand & Lock.

Entrants wishing to pay in USD/AUS Dollars – payment by Cash or Credit/Debit card only.

Entry Form Deadline: March 31st 2005

Address to send to: The Hand & Lock Prize for Embroidery 2005

86 Margaret Street

London W1W 8TE

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Submission of work

Deadline for submission of **photographic images** of your work: 30th June 2005

First stage

Each entry is limited in the first stage to no more than:

- 5 x 35mm transparencies,
- OR a CD rom of no more than 5 x images
- OR no more than 5 j-peg email images

In all cases please include at least 2 pictures of finished work and 2 of supporting pieces each marked with the entrant's name and telephone number and college/university name.

Please Note, when saving your files for CD or for Email please use the following naming convention *firstname_lastname001.jpg* *firstname_lastname002.jpg* etc. e.g. jo_smith001.jpg

NB. Each set of images must be accompanied by a copy of the entry form.

Proof of posting is not accepted as proof of entry. When emailing your images please include your entry form as an attachment or fill in the online form:

<http://www.hand-embroidery.co.uk/comp2005/form.htm>

We regret that we are unable to return images unless submitted with a (SAE) stamped addresses envelope.

DO NOT SEND FINISHED PIECES OF WORK AT THIS STAGE

- **Second stage**

You will be notified by post / email if selected for second stage by 15th July 2005.

You will be required to submit your finished work and all its support material at this stage.

Deadline for final submission of work: 15th August 2005

Each entry is limited to the size that can be posted by the Post Office through normal parcel post. There should be no breakable materials e.g. glass.

Entry Rules

Each entry must respond to the competition brief '**Encrusted**'.

All entries must be embroidery, i.e. created with a needle and thread. This may be by hand or hand guided machine, or a mixture of both **BUT NOT** computer aided machine.

Each entry must consist of one or more embroidered samples and be accompanied by support work such as sketch books, research, and description of the development process.

An Artists Statement of no more than 100 words should accompany the work to state inspiration and technique etc.

Embroidered samples must list materials used.

For the second stage of the competition all work (samples and support material) must have the entrant's name, college and telephone number on the back of each piece.

Each entry must be registered by the stated deadlines to be eligible for judging.

Each entry must be the work of the entrant.

The intellectual property rights in the works will rest in Hand & Lock

No entry can be accepted without the fee, which is non-refundable under any circumstances.

Return of entry

Entries will be returned ONLY if provided with a stamped addressed envelope or equivalent to cover the cost of return whether recorded, special delivery or normal post at the time of submission.

The winner's entries may be held by Hand & Lock for one year from date of entry and may be exhibited at our sole discretion.

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Insurance

Entrants are advised to insure their own entries.

Disclaimer

We will handle all entries with the utmost care, however we cannot be responsible for items that are lost, stolen or damaged whilst in transit, on exhibit, or whilst in possession of Hand & Lock.

Judging

Judging will take place in September 2005.

The judges are representatives from the sponsors and organisers of the competition.

Hand & Lock

The London College of Fashion

The Royal School of Needlework

The Victoria & Albert Museum

Marion Thomas

Embroidery Magazine

All entries will be judged without the knowledge of the entrant's identity.

All judges will sign those entries judged.

Points will be awarded as defined in judging guidelines.

The highest and lowest marks will be deleted to ensure evenness of marking.

The prize winner will be decided by the judges and in the absence of agreement by the chairman of the judges, whose decision shall be final.

Judging Criteria

The expert judges will judge entries on:

Interpretation of the brief and overall impact - 50

Design development - 15

Technique - 10

Materials - 10

Presentation - 10

Commercial viability - 5

Prizes

The winner and first and second runner up will be notified by telephone or email in October 2005.

The winners will be published on the Hand & Lock website.

The prizes will be awarded in November 2005

The prizes shall be subject to variation/cancellation, without notice by Hand & Lock

Winners will provide a biography and photograph of themselves for use in publicity and promotion. Hand & Lock reserves the right to use photographs of all entries in promotion and advertising. Prize winners shall make themselves available for publicity and promotion. Expenses only to be paid, there will be no appearance fees paid.

Hand & Lock Prize for Embroidery 2005

Prize Details

The winner of this prestigious prize will receive:

First Prize

- £2000
- Entry displayed at The Victoria and Albert Museum.
- One week course at the Hand & Lock workrooms in central London.
- One day course at The Royal School of Needlework.
- Champagne reception and Prize Giving in London with the sponsors, and dinner with the Board of Hand & Lock.
- Commemorative framed hand embroidered plaque produced by Hand & Lock's skilled craftsmen.
- The winning entry used on posters to promote Hand & Lock Prize for Embroidery 2006.
- The winning entry used on all press releases.
- Dedicated page on the Hand & Lock website, with a biography.
- Representation by Hand & Lock throughout the year.

Second Runner up prize

- £250
- Champagne reception and Prize Giving in London with the sponsors, and dinner with the Board of Hand & Lock.
- Commemorative framed hand embroidered plaque produced by Hand & Lock's skilled craftsmen.
- Entry used on posters to promote Hand & Lock Prize for Embroidery 2006.

Third Runner up prize

- £100
- Champagne reception and Prize Giving in London with the sponsors, and dinner with the Board of Hand & Lock.
- Commemorative framed hand embroidered plaque produced by Hand & Lock's skilled craftsmen.
- Entry used on posters to promote Hand & Lock Prize for Embroidery 2006.

All prize winners and second stage students will have a lifetime representation of their entry on www.handembroidery.com

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Sponsor Profiles

The London College of Fashion

London College of Fashion is a unique centre of learning. With an international reputation for fashion education, London College of Fashion offers an unparalleled range of courses for students; from fashion design and technology, management and marketing to communication, promotion and image creation. The college's emphasis lies firmly on professionalism and aiming to create an inspiring and instructive learning environment for students.

Fashion is an international language. This outlook is reflected in the high number of international students that come to the college. This is further enhanced by the many academic links with colleges across the world. UK and European students are also encouraged to study their subject with a global perspective. To help aid them in this approach exchange programmes have been set up in New York, Madrid, Budapest, Florence, Berlin and Amsterdam. Students are also offered the opportunity to undertake work experience abroad.

The college and the fashion industry enjoy a mutually beneficial relationship, one that the London College are constantly seeking to expand. The success rate of graduates gaining fashion-related employment is high, reflecting both the college's reputation for excellence in fashion education and the fact that this is recognised by the industry.

www.fashion.arts.ac.uk

The Royal School of Needlework

The Royal School of Needlework is unique in the field of hand embroidery.

Founded in 1872, it has a wealth of experience and expertise and its aim remains the same today as in previous centuries; to teach the art of hand embroidery.

The Royal School is a registered charity. Based at Hampton Court Palace since 1987, it continues to train apprentices and students to the highest possible standards enabling them to pass on the skills to future generations of embroiderers.

www.royal-needlework.co.uk

The Victoria & Albert Museum

V&A South Kensington is the world's greatest museum of art and design, with collections unrivalled in their scope and diversity. Discover 3000 years' worth of amazing artefacts from many of the world's richest cultures including ceramics, furniture, fashion, glass, jewellery, metalwork, photographs, sculpture, textiles and paintings.

The Victoria and Albert Museum has collected both dress and textiles since its earliest days. The collection covers fashionable dress from the 17th century to the present day with the emphasis on progressive and influential designs from the major fashion centers of Europe. The V&A collections also include accessories such as jewellery, gloves and handbags.

www.vam.ac.uk

The Embroiderers' Guild & *Embroidery* magazine

Founded in 1932 by the Embroiderers' Guild, *Embroidery* magazine is the world's longest-standing title dedicated to the art of embroidery. Today it is recognised as a leading force in the world of art textiles publishing.

Embroidery surveys the British and international textile scene, presenting the latest developments in stitch today. Throughout its pages, *Embroidery* analyses the where, when, how and why of embroidery – with compelling articles on practicing artists, collections, leading designers, historical and world textiles. Read by tutors, students, enthusiasts and experts alike, *Embroidery's* articles are *clear, informative, insightful - and supported by beautiful imagery.*

Embroidery is published six times a year. For further information and subscription details visit www.embroiderersguild.com/embroidery

The Embroiderers' Guild is an international crafts organisation, educational charity and registered Museum, and the UK's leading body dedicated to the subject and practice of embroidery. The Guild has 240 Branches in the UK and Ireland and is committed to extending the opportunities it offers to the widest audience.

The Guild's mission is to provide opportunities for discovery and creativity, and has a philosophy of not only providing opportunities for people to learn how to embroider, but to learn through embroidery. The Guild's Museum Collection of embroideries gathered from around the globe supports this aim, providing many opportunities to explore not only cultural difference but the many things which are common to us all.

The Guild promotes a life long engagement with embroidery through its learning programmes, and notably provides opportunities for young people who wish to practice or study embroidery and textile arts through its Young Embroiderers organisation, with 1,300 Members and 100 groups, and its service for those aged 18-25. The Guild awards two scholarships annually, as well as the Embroiderer's Guild New Designers Award. It also selects graduates from around the country to exhibit in The Knitting and Stitching Shows.

Membership of the Guild is open to all. For further information visit www.embroiderersguild.com email administrator@embroiderersguild.com
Apartment 41, Hampton Court Palace, Surrey KT8 9AU, tel: 020 8943 1229.

Marion Thomas

The first collection from the 'Marion Thomas' bridal & evening-wear design label was launched at The National Wedding Show, London Olympia, in February 2004.

This fresh, chic, sophisticated, elegant, colourful exclusive collection brought a new dimension to the world of bridal wear. Its subtle, delicate hand applied decoration is unique and individual to each dress. Her talent gives ordinary people the chance to wear beautiful clothes – beautiful in fit, fabric and design.

Many of Marion's creations have been featured in the top bridal magazines such as Brides, Cosmopolitan Bride, You and Your Wedding, Wedding and Home, Bliss for Brides, Wedding Ideas, and The Wedding Directory.

Marion Thomas' studio is based near Wimbledon and has a very fun, relaxed and stress free atmosphere – most brides never want to go home! All the dresses are made with such care and attention that Marion is happy and sad to see them leave.

With the launch of the new collection in February 2005 at the National Wedding Show in Olympia, it is full steam ahead. All initial samples are designed, pattern cut, made and fitted by Marion herself. Hand applied design and creative cutting being the signature which Marion wishes to be known for.

www.marionthomas.com

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ENTRY FORM

Entrants Details

Full Name (Block capitals):

Address (Block capitals):

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Telephone number:

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Email address:

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College/University Information

Name of College (Block capitals):

Address (Block capitals):

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Telephone number:

Name of Head of Department:

Course studied:

I confirm that I have read and accept the terms and conditions of the Prize and submit my entry herewith. I enclose herewith the entry fee of £12.

*Please note payment should be made by cheque (payable to Hand & Lock) postal order or credit card**

Please sign below

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No entry can be accepted without the entry fee

Credit Card entries by telephone to 020 7388 4994 (ask for Piers) you will be given a reference number which you should note on your entry form.

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College Press Release

FOR IMMEDIATE RELEASE

CONTACT INFORMATION;

Frances Sinclair

Tel: 020 7388 4994 Fax: 020 7383 2038

E: frances@handembroidery.com

THE HAND & LOCK PRIZE FOR EMBROIDERY 2005 COMPETITION – CALL FOR ENTRIES.

The Hand & Lock Prize for Embroidery 2005 (formerly the M. Hand Prize for Embroidery) is a prestigious hand embroidery competition open to all students of embroidery in fashion and textiles that are still in education. Now in its fifth year, it is open to students internationally. The first prize is £2000, along with the opportunity to take up work experience, courses and tours from the competition's sponsors; The Royal School of Needlework, The London College of Fashion, The Victoria & Albert Museum, The Embroiderers Guild 'Embroidery' magazine, and bridal wear designer Marion Thomas, all whose calibre reflects the quality of the competition.

The call for entries will be announced on the Hand & Lock website www.handembroidery.com and be mailed to the Heads of Department at all major colleges and universities from mid January 2005.

- Full details and entry forms are available from the Hand & Lock website www.handembroidery.com
- Entry form submission is by 31st March 2005, with first stage submission of entrants work by photographic images by 30th June 2005.
- Those who are successful and go through to the second stage are then required to submit actual work by 15th August 2005.

The aim of the competition is to promote the use of hand embroidered surface embellishment within the fashion industry. In doing so, it is hoped that contemporary design and fresh approaches can be matched up with the high quality and expertise expected of fashion and couture houses.

The brief this year is written by the London College of Fashion, and is entitled 'Encrusted'. Entrants are required to present designs and samples of hand embroidery for clothing.

It seeks original and creative ideas, innovative design and use of materials.

- The finished product must be both practical and commercially viable.

- The work must be made by hand (this includes hand guided machine but **not** computer aided machine).
- All work must be backed up by supporting sketches/idea sheets, with notes that explain the thinking and ideas behind the concept.
- The judges must be able to easily see the design development from initial concept through to realized design.

Last years winner was Laura Shambrook from Falmouth College of Art with her forward looking men's wear embroidery. Her designs for men's evening wear, based on research into 1920's jewellery and men's suiting were beautifully realised.

Laura Sprott was the first runner up. She is studying embroidery at the Manchester Metropolitan University.

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