

A detailed embroidery of Queen Victoria and Prince Albert. Queen Victoria is seated on a throne, wearing a crown and a white dress with a dark shawl. Prince Albert is seated to her left, wearing a dark suit. The background is a textured, light-colored fabric.

PFAFF

Pfaff presents
A Juried and Judged Competition

Pfaff Art Embroidery Challenge 2007

Rules and Regulations
for selection of participants

THE KNITTING & STITCHING SHOW
At Alexandra Palace, London

Over
US\$ 14,000
in prizes

Grand Prize:

Pfaff creative 2170 and Pfaff creative 3D Suite
-retail value US\$ 8500

Excellence Award:

Pfaff creative 2134 and
Pfaff creative 3D Embroidery Artist and
Pfaff creative Smart Card Station
-retail value: US\$ 4500

Fine Art Award:

Pfaff expression 2026
-retail value US\$ 1399

GOVIN & GOVIN

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E-mail : jacqueline.govin@free.fr
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"God save the Queen" by Annlis Krüger, Sweden

Pfaff Art Embroidery Challenge 2007

RULES OF THE COMPETITION

§ 1 - COMPETITION OBJECTIVE

"Pfaff Art Embroidery Challenge" is an international competition for works of art made entirely by sewing and/or embroidery machines.

It is the intention of the sponsor Pfaff, to use this competition to show the endless variety of works of art that can be created with machine embroidery.

"Pfaff Art Embroidery Challenge" is a biennially competition. The results of the competition will first be presented at:

THE KNITTING & STICING SHOW 2007 in London

and will then possibly travel to be presented in other places around the world.

§ 2 - THEME

"STILL LIFE" is to be the theme of the works.

§ 3 - GENERAL CONDITIONS OF PARTICIPATION

This international competition is open for everybody.

Each work must be entirely the original work of the person applying to the competition.

Each participant may submit 2 works maximum.

The works may not have previously been published, entered into any other competition, or have been used for promotional purposes.

Permanent employees of VSM Group are not eligible.

The official language is English.

§ 4- ENTRY REQUIREMENTS

All kind of 2 and 3 dimensional works of art will be welcomed: mural art, volumes, sculptures and installations. While we are expecting large works, we do not wish to

receive patchworks and quilts. Freedom is given in dimensions, however for practical reasons, the height of the works cannot exceed 2.50 m, and the weight of the packaged work should not exceed 50 kg.

All materials may be used and all techniques, as long as they are accomplished predominantly by the use of a home sewing machine and using free-motion embroidery or embroidery software.

Each work must have a label with the name of the entrant on the reverse of the work, or at a point unable to be seen by the jury.

The works must be accompanied by their appropriate hanging or presentation system. For security reasons, works framed with glass will not be accepted however frame with Perspex will be accepted.

§ 5 - PRESENTATION DOSSIER

Each entrant must submit a dossier containing unconditionally:

- 1° An entry form per submitted work duly filled in and signed.
- 2° A sample per submitted work of the materials and techniques used (maximum format A4)
- 3° A colour paper photo per submitted work 15 x 21 cm of the complete work (including its frame or presentation system) indicating the top and bottom of the work.
- 4° Two identical CD-ROMs per submitted work, each including professional photos, with the Kodak colour charter placed under or near the work. If selected, your photos will be printed in the catalogue.
 - a shot of the complete work
 - details of the work
 - as far as 3 dimensional works are concerned, a shot of each side is required.

The CD-ROMs must be produced professionally in the following manner:

- burnt onto PC compatible CD-ROMs
- processed in EPS format
- the resolution of each photo must be 300 DPI minimum
- the CD-ROMs must be titled, accompanied by the name of the photographer and packed under hard cover.

The organizers reserve the right to make the final decision about the selection of works for the exhibition after seeing the original works. The organizers reserve the right to refuse any work that doesn't correspond to the photographic document. The jury's decision is final and cannot be disputed.

Important note: We are accepting CD-ROMs only. Please do not e-mail your photos; for security reasons, we cannot accept e-mails with attachments.

§ 7 - CATALOGUE

A full colour catalogue will be published. Each selected artist will receive a catalogue free of charge.

The CD-ROMs will not be returned, nevertheless, if you want your CDs back, please, join to your dossier a self addressed envelope and enough international postage coupons (minimum 2) from your post office.

§ 8 - COPYRIGHT

Reproduction rights for images on the CD-ROMs and photographs must be available.

Dossiers that are incomplete or do not conform or whose CD-ROMs do not meet technical production criteria may be eliminated from the selection process.

Entry in the competition automatically grants copyright permission for the use of the image of the selected works, totally or partly, in all publications for promotions, publicity and publication, for the current exhibition and for all following Pfaff Art Embroidery exhibitions, as well as on the website.

The complete presentation dossier must be sent at the following address, postmarked no later than:

February 15, 2007

The participants also accord the right to include the picture of their works in the catalogue.

Mail to:
Pfaff Art Embroidery Challenge 2007
Jacqueline GOVIN
3 rue du Rosey
27120 - FONTAINE SOUS JOUY - France

§ 9 - EXHIBITION OF THE WORKS

The participating works should be available for the "The Knitting & Stitching Show 2007".

§ 6 - SELECTION

The first selection will be made on the basis of the submitted presentation dossiers, and the participants will be notified that they have been selected during:

March, 2007

As the possibility exists for this exhibition to travel to other places around the world, all works should be available for at least one year, or two at the most.

By taking part in the exhibition the participant declares his/her agreement with the rules.

An international jury will then be selecting the winners by examining the original works. The announcement of the Prize Winners will be made during:

Rules of the competition continues on other side

The Knitting & Stitching Show 2007

§ 10- TRANSPORTATION AND INSURANCE

1° SENDING OF WORKS

The selected works should be sent by the participants, at their own expense (transportation, insurance and customs duties), to the designated carrier by Pfaff no later than:

March 30, 2007

Please note:

Complete information regarding the sending of the work, will follow upon acceptance.

It is strongly recommended that the participants insure their work with a contract which covers all risks during the sending of the work. The artist who do not insure their work, do it at their own risk.

Each selected work should be sent in a sturdy package that will be used by Pfaff to return the works to the participants at the end of the exhibitions.

Each work will be insured by Pfaff for a maximum of 1000 US\$ during exhibitions, and during transportation between places of exhibitions.

2° RETURN OF WORKS

Works will be returned by Pfaff's designated carrier only. Shipping cost and insurance will be paid by Pfaff and works will be insured for maximum 1000 US \$ each during return shipping.

§ 11 - CONTEST CALENDAR 2007

February 15, 2007:

Deadline for participants to send their Presentation Dossier (listed in §-5)

During March 2007:

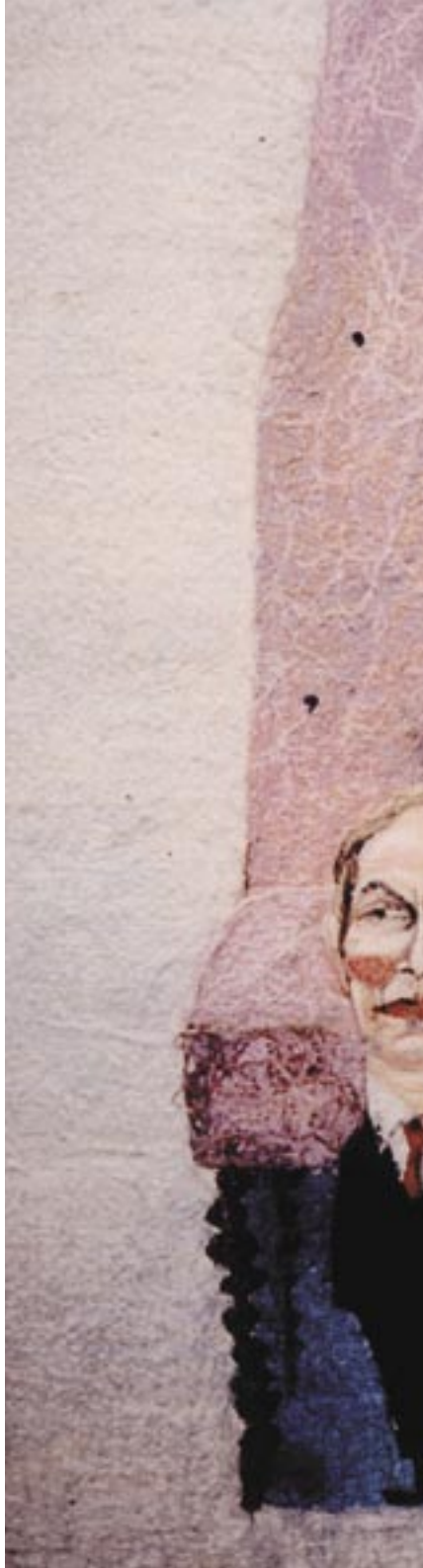
First selection

March 30, 2007:

Deadline for the selected participants to send their works

During The Knitting & Stitching Show 2007:

Announcement of the prize winners



ENTRY FORM

(one form per entry - may be reproduced)

Family Name:

First Name:

Address:

State/Province:

Country:

Postal code:

Tel:

Fax:

E-mail:

URL:

Title of the work:

Name of the photographer of your slides:

Description of the work: (please underline the word corresponding to your entry)

Mural Art • Volume or Sculpture • Installation • Other:

.....

Sizes of the work:

Materials & Techniques:

.....

.....

Insurance Value (1000 US\$ maximum):

(Continues on other side)

By signing the entry form, I state on my honour that my entry has not been entered into any other competition, previously published and used for promotional purposes, and that reproduction rights for images on the CD-ROMs and photographs are available.

The completed and signed entry form means I agree with the rules and decisions of the judges.

Date

Signature

THEME INTERPRETATION

10 lines maximum, printed or typed in space below -

If selected, your text will be printed in the catalogue