



State of Design 2009 - Design For Everyone
Wednesday 15th July to Saturday 25th July

General Information

What (is this all about)?

A **Somewhat Interesting Digital Textile Design Competition** is a textile design competition celebrating the interaction of digital manufacturing technology with the handmade, studio based production of our bags.

The theme for the competition is **local knowledge**, and will be an inclusive event open to all members of the public with no entry fee or direct cost to the entrants.

When (will it be happening)?

Competition Launch Date : Wednesday 27th May 2009

Entries close : Tuesday 30th June 2009 (really important, write this in your diary)

Exhibition Dates : Wednesday 15th July to Saturday 25th July 2009

Exhibition Announcement : 6pm Thursday 23rd July 2009

Where (is the exhibition taking place)?

The exhibition will be held for the duration of the State Of Design Festival at two locations.

Our brand new **studio & shop**, 13 Gertrude Street, Fitzroy
10am to 6pm Wednesday 15th July to Saturday 25th July 2009

Our stand at Design:Made:Trade, Exhibition Building, Carlton
Thursday 16th July to Sunday 19th July 2009

If (my entry is selected)?

Shortlisted entries will be produced and displayed in the exhibition and available for sale.

Each shortlisted entry will also receive a bag of their choice in their design along with a 10% commission on all bags sold with their design.

Over and above the commission on sales there will also be three prizes awarded in the competition:

\$900 - Peoples choice – as voted by the public throughout the exhibition

\$900 – Most fantastic photographic design

\$900 – Truly impressive illustrative design

How (do I go about entering the competition)?

1. Think of a really great idea.
2. Download, print and complete the entry form
3. Prepare your really great textile design and save in required file format
4. Post or hand-deliver the entry form and artwork to our **studio & shop** at 13 Gertrude Street, Fitzroy by 5pm on Tuesday 30th June 2009.

For further clarification about any aspect of the competition please don't hesitate to contact us at **competition@mattt.com.au**



Entry Form

Personal Information

First Name _____

Middle Name _____

Last Name _____

Date of Birth _____

Training/Education _____

Street _____

Suburb _____

State _____

Postcode _____

Phone Number _____

Mobile Number _____

Email Address _____

Entry Details

Title of Entry _____

Description _____

(30 words) _____

Are you submitting multiple files (see specifications)? YES / NO

Do you own sole copyright for the design? YES / NO

I accept the conditions set out in this entry form YES / NO

Signature _____



State of Design 2009 - Design For Everyone
Wednesday 15th July to Saturday 25th July

Specifications

The digital printing process

All fabric will be printed using a Roland SP-300V digital textile printer.

Water-based ink will be used for all designs which will be heat transferred (sublimated) onto a high quality synthetic base fabric.

Full photographic quality prints are possible with this technology including gradients, washes and other subtle design elements.

Artwork can be provided in CMYK, RGB or grayscale colour modes.

Examples of existing printed designs are available to be viewed at our **studio & shop**, 13 Gertrude Street, Fitzroy.

Required file sizes

As the designs will be used for our existing range of handmade bags your artwork will need to be either **(A)** provided correctly sized for these styles, or **(B)** as a larger file that will then be cropped.

If the artwork is to be provided correctly sized, the sizes for each style are:

notebook backpack	35cm wide by 30cm high
wide shoulderbag	43cm wide by 25cm high
A4 shoulderbag	35cm wide by 28cm high
zipper and compact shoulderbags	35cm wide by 20cm high
mini shoulderbag	23cm wide by 20cm high

If a single file is provided the size should be **43cm wide by 30cm high**.

All files should be saved at a minimum resolution of 300 dpi at 50% of actual size (for photographic and raster files), or as an Illustrator, PDF or EPS file for vector files (with any text outlined).

For example this would mean the master file above would need to be saved at

43cm wide by 30cm high = a minimum of 300dpi at 21.5cm wide by 15cm high

Further details

We are more than happy to assist with any further technical information if required.

Please don't hesitate to contact us at competition@mattt.com.au or 03 9416 3359.