



## COMPETITION RULES and INFORMATION

### The Annual GoodWeave\* Rug Design Competition 2010

Sponsored by Jacaranda Carpets and Wovenground.com

The 2010 competition is now open and can be entered by all undergraduate and postgraduate Design students, in United Kingdom and Eire, aged 18 or over. Entries must be submitted by May 21<sup>st</sup> 2010. Entrants are asked to demonstrate their creative and technical skills to design a hand-knotted rug, in wool and or wool and silk, with upmarket, commercial appeal.

The first and second winning designs will be expertly hand-knotted in Nepal, and the third winning design will be hand-tufted in India: the producers will be GoodWeave certified. Exclusive hand-made rugs retail for thousands of pounds and these rugs will be the finest quality. It is anticipated that the winning rugs will be exhibited at a leading interior design exhibition in September, after which they will be the property of the winning students.

#### GoodWeave

GoodWeave is the new labelling initiative of RugMark, which was established in 1994 to work with rug producers in South Asia to end illegal child labour. Rugs from approved manufacturers and workshops bear the GoodWeave label. The organisation employs independent inspectors, who visit participating producers and make random inspections to identify and rescue illegal child labour. It also funds education and rehabilitation for thousands of the rescued children. The GoodWeave label also reflects the organisation's additional and evolving commitment to environmental and social issues, over and above illegal child labour, and its commitment to enhanced standards.

\*GoodWeave is the new labelling scheme of RugMark

## The Competition

There are two alternative design themes for the 2010 competition: (1) Organic (2) Industrial. Design briefs and mood boards for each are available as pdf downloads on [www.goodweave.org.uk](http://www.goodweave.org.uk) home page. Choose **one** of the themes and design a hand-knotted rug.

The design must be:

- Wholly original.
- Created for application to a finished rug sized 140 x 200cms.
- For making at either 60 knots (chunky) or 100 knots (more detailed) per square inch – please specify. \* (For further information on knot count please see GoodWeave Competition Production Information & Design Tips pdf available as a download on [www.goodweave.org.uk](http://www.goodweave.org.uk))
- Up to a maximum of 8 colours.
- Pile to be (a) velvet or (b) a combination of cut and loop pile.

\* The knot count does not need to be reflected as a calibrated CAD drawing, but should be reflected in your design process and thinking.

## Deliverables

- The design is to be submitted in a 2 dimensional, CAD format printed either A3 or A4.
- In addition, two storyboards are to be submitted explaining (1) the thinking and inspiration behind the design (2) the design process and techniques employed.
- A 50 to 75 words personal design statement to accompany the design.
- A completed entry form (available as a download from [www.goodweave.org.uk](http://www.goodweave.org.uk)).
- All submitted material to be clearly named on the reverse (student's name only please).

## Prizes

Winning students will be notified within four weeks of the deadline.

**First prize:** The winning design will be made into a hand-knotted rug in Nepal, made from 100% wool, or a combination of wool and silk (up to 50% silk, depending on the design), size 140 x 200cms. In addition, a 45cms x 45cms strike off (sample) for the student's portfolio will be provided, plus the opportunity for one week of work experience or work-shadowing with GoodWeave and/or rug importers, designers and retailers in the UK.

**Second prize:** This design will be made into a hand-knotted rug in Nepal, made from 100% wool, or a combination of wool and silk (up to 50% silk, depending on the design), scaled to 120 x 180cms. In addition, a 45cms x 45cms strike off (sample) for the student's portfolio will be provided.

**Third prize:** This design will be made into a hand-tufted rug\* in India, made from 100% wool, size 120 x 180cms.

One or more of the winning students may be offered the opportunity for their design to be commercially produced and then sold by co-sponsors Jacaranda Carpets or Wovenground.com, in which case a design fee would be paid for use of the rug design, and the student would receive valuable publicity.

It is hoped all winning and commended designs will be exhibited at a leading interior design show in September, and students are encouraged to attend – confirmation to follow. Winning students will be expected to make themselves available for resulting publicity from the competition, such as interviews and photos for the press.

## **Judging**

- Judges will make their decisions based on personal judgement taking into account the following attributes: interpretation of the brief to create a commercially attractive design suitable for the top end of the rug market (assuming a retail price in excess of £500), originality and quality of presentation.
- Each entry will be allocated a registration number.
- Each judge will examine each submission and will indicate the registration numbers of their preferred designs, and allocate marks accordingly.
- The judging panel's decision is final.
- Each judge will have the opportunity to select at his/her own discretion, a particular design which, in their opinion, deserves commendation.

## **Judging Panel**

This will comprise a group of experts in design and the rug industry, including Richard and Lucy Meager of Jacaranda Carpets and Paul Vowles of Wovenground.com. Further judges to be confirmed in due course.

## **Terms and Conditions**

### **Who can enter?**

Undergraduate and postgraduate students over the age of 18 and enrolled on a design related course in the UK or Ireland as at 1<sup>st</sup> January 2010. The competition is open to residents of the UK and Ireland only. Previous winners of the GoodWeave (previously called RugMark) rug design competition are not allowed to enter in 2010.

### **Closing date**

All entries must be received at the offices (see address below) of GoodWeave by 5pm Friday 21<sup>st</sup> May 2010. Proof of delivery is not proof of receipt.

GoodWeave Rug Design Competition  
C/o RugMark UK  
2<sup>nd</sup> Floor, 1 Ogden Street  
Didsbury, Manchester  
M20 6DN

### **In addition**

- Each element of each entry must be clearly named with the student's name on the reverse, and must have attached a sealed envelope containing a completed entry form (download from [www.goodweave.org.uk](http://www.goodweave.org.uk)).
- Prizes are non-transferable or refundable. There is no cash alternative.
- GoodWeave will organise the making of the 1<sup>st</sup> and 2<sup>nd</sup> and 3<sup>rd</sup> prize-winners' rugs using manufacturers of its choice.

- It is anticipated that the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize-winners will be featured in publicity surrounding the announcement of the winning entries, and should be prepared to be photographed and interviewed, if required.
- By entering this competition, entrants agree to the unconditional acceptance of the rules and regulations as stated.

### **Ownership and copyright**

- Each entrant must warrant that he/she owns the copyright, trademark and other intellectual property right of their design.
- All drawings, photographs, samples etc submitted to the competition will become property of GoodWeave. We regret we are unable to return original artwork. However, entries can be arranged to be collected.
- GoodWeave, Wovenground.com and Jacaranda Carpets reserve the right to use the three winning designs for marketing and press relations purposes. This does not infringe the individual's copyright ownership.
- Wovenground.com and Jacaranda Carpets, sponsors of the competition, reserve the right to purchase any of the winning design entries, for rug production only, for a design fee of £150 per design.
- Each entrant will retain full copyright of all his/her materials, unless otherwise assigned.

### **Exhibition and publication**

- GoodWeave retains the right to reproduce any and all parts of submissions for the purpose of publication, and to exhibit results in any media whatsoever.
- Every effort will be made to accurately accredit the selected competitors.

**For all enquiries regarding the competition E: [info@goodweave.org.uk](mailto:info@goodweave.org.uk)**