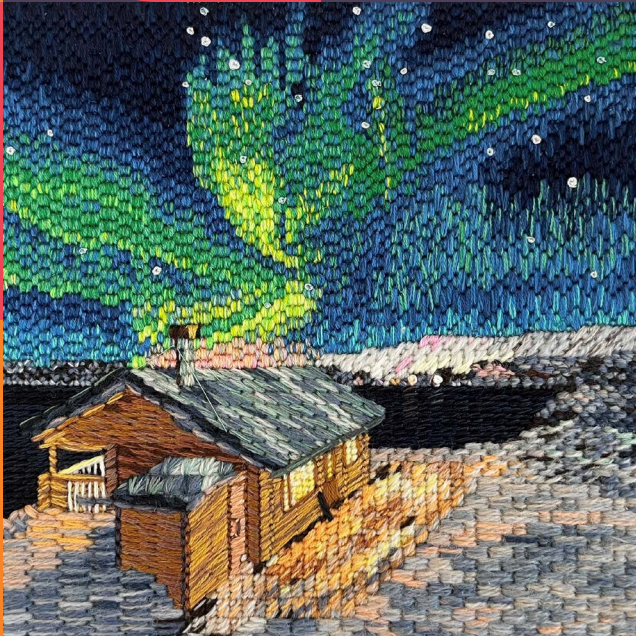


THE NATIONAL EMBROIDERY AWARDS 2025

 Fashion &
Embroidery



THE NATIONAL EMBROIDERY AWARDS 2025

Welcome to the inaugural National Embroidery Awards competition (formally the Madeira competition). We are thrilled to launch an annual event that aims to be the pinnacle of embroidery contests in the country. We invite entries from all corners of the community, celebrating the incredible artistry and diversity of embroidery.

WHO CAN ENTER?

This competition is open to all, with 2 categories designed to ensure everyone has a chance to shine: **In Education and Not in Education** – each with subcategories to ensure a more level playing field.

IN EDUCATION CATEGORY

- **Schools** (from 6 to 16 years old – up to GCSE level)
- **Colleges, Sixth Forms and apprentices** (16-18 years old – A level, BTEC, foundation, apprentice, other)
- **Undergraduate, Postgraduate Degree Students and recent graduates** (within 3 years of graduating) (18+ years old – any degree specialism)

NOT IN EDUCATION CATEGORY

(3 subcategories to choose from)

- **Hand Embroidery**
- **Free Machine Embroidery**
- **Digital Embroidery**

CLOSING DATE FOR REGISTRATION: 31 JANUARY 2025

Registration link: www.creativecraftshow.co.uk/competitions



THE BRIEF

We invite you to submit a piece of embroidery work you are most proud of, created within the last year. Your work should not have been entered into any other competition or displayed publicly elsewhere. This is your chance to showcase your talent in its purest form, receiving recognition on a grand stage. We are encouraging individual style, experimentation, and a chance for you to show your vision and what you can do with a needle and thread, whether you are a beginner to the more experienced and advanced artists amongst us. This competition aims to show the public the wonderful variety embroidery can offer in terms of techniques, subject matter, colour and material usage, we want passersby to stop in their tracks and gazer in wonder. We want you to inspire others!

WHY ENTER?

This is your chance to gain national recognition, share your passion, and connect with a community of like-minded embroidery enthusiasts. Winners in each category will receive exciting prizes, including materials, tools, and opportunities to showcase their work in a prestigious setting.

IMPORTANT DATES

- **Registration Deadline:** 31 January 2025
- **Deadline for emailing entry image:** 31 January 2025
- **Delivery Deadline:** 24 February 2025
- **Event exhibited at Fashion & Embroidery, Birmingham NEC:** 13-16 March 2025
- **Judging Date:** 13 March 2025
- **Announcement of Winners:** 14 March 2025
- **Prize Giving:** 16 March 2025



THE JUDGES



David Morrish
Founder of
Kingfly Embroidery



Regina Drabble
Member of UK Machine
Embroidery Group



Karen Nicol
Esteemed free machine
and textile artist



Anne Butcher
Head of Studio and Standards,
Royal School of Needlework



Cheryl Caskey
Co-founder of UK Machine
Embroidery group



Anthea Godfrey
Artistic Director,
Embroiderers' Guild

JUDGING CRITERIA

Entries will be judged on:

- **Creativity and Originality:** How unique and innovative is your work?
- **Technical Skill:** The level of expertise demonstrated in your chosen embroidery method.
- **Artistic Expression:** The emotional impact and storytelling of your piece.
- **Intentions and Risk Taking:** What you are trying to do and the risks involved – even if it has not quite worked out how you intended. Celebrating that ‘give it a go’ spirit.
- **Adherence to Guidelines:** Compliance with the competition rules and the percentage requirement for the “Not in Education” category.

Join us in making **The National Embroidery Awards** the most anticipated and prestigious embroidery competition in the country. Unleash your creativity, showcase your skills, and inspire others with your remarkable talent.

We can't wait to see your extraordinary creations!

AWARDS AND PRIZES

There will be awards and prizes for the winners and runner up of each category and one overall best in show award.

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THE TEXTILE ART MAGAZINE

embroidery

PFAFF
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Embroiderers' Guild



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FREUDENBERG

Barnyarns



Patron: HRH The Duchess of Cornwall
President: HRH The Duchess of Gloucester



BEST IN SHOW

- New release PFAFF Embroidery sewing machine (usual price £1299)
- 194 spool Madeira Treasure Chest (usual price £485)
- PLUS the Perpetual Madeira Rose Bowl trophy held for one year and engraved with the winner's name
- Exclusive feature in the Embroidery Magazine



IN EDUCATION CATEGORY

SCHOOLS

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription for the school.
- £100 voucher to spend at Barnyarns

Runner Up

- Runners up certificate
- Vlieseline goodie bag

COLLEGES & 6TH FORMS

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription for the college/school.
- £100 voucher to spend at Barnyarns

Runner Up

- Runners up certificate
- Vlieseline goodie bag

UNIVERSITIES AND

RECENT GRADUATES

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription for the Institution
- £100 voucher to spend at Barnyarns

Runner Up

- Runners up certificate
- Vlieseline goodie bag

NOT IN EDUCATION CATEGORY

HAND EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription
- £60 voucher to spend at Barnyards
- Signed copy of Royal School of Needlework book

Runner Up

- Runners up certificate
- Vlieseline goodie bag

FREE MACHINE EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription
- £60 voucher to spend at Barnyards
- Signed copy of Karen Nicol's book

Runner Up

- Runners up certificate
- Vlieseline goodie bag

DIGITAL EMBROIDERY AWARD

Winner

- An engraved trophy and certificate
- A selection of Madeira sewing threads
- Showcased in Embroidery Magazine feature and a 1-year subscription
- £60 voucher to spend at Barnyards
- Signed copy of David Morrish's book

Runner Up

- Runners up certificate
- Vlieseline goodie bag



ENTRY LIMITATIONS AND RESTRICTIONS

FEES

- In Education: £20 per person, includes signed for return delivery (max 1 entry per person)
- Not in Education: £30 per person per entry, includes signed for return delivery (no limit on the amount of entries per person)

ENTRY DIMENSIONS

If working 2D – your piece of embroidered art needs to be no larger than 150cm x 150cm. If working 3D i.e. embroidering on a garment, piece of furniture, soft furnishings or creating an embroidered 3D sculpture etc then please try to keep the size under 1 x 1 x 1 meters for exhibition and display purposes. Maximum weight for all entries 5kg.

EMBROIDERY PERCENTAGE

For the In Education category – over 50% of the art piece has to be embroidered. So for example you could print or manipulate a piece of fabric and embroider over 50% of the area in a combination of free machine or digital embroidery with beads added by hand.

For the Not in Education category, please ensure that at least 50% of your piece is produced using the method of the subcategory you are entering.

DISPLAY

We will aim to showcase all work submitted, so please consider how your piece is intended to be displayed. Some form of hanging may be required for 2D work, so you could frame your piece, which has display wings or a hanging mechanism on the back or other... Please clearly state on the Entry Form, how your piece is intended to be shown. 3D work may require a mannequin or plinth so again please state your preference on the Entry Form.

HOW TO ENTER

1. Register your interest and pay the entry fee (see fees), choosing the category that best fits you
2. Complete all sections on the online Entry Form: www.creativecraftshow.co.uk/competitions
3. Read the Rules for Entry
4. Email one high-resolution image of your design, sketch, work in progress or completed piece to: competitions@ichf.co.uk (jpeg files are preferable) by 31 January 2025. Please label the image file with your name and category
5. All Completed Entries must be posted to ICHF Events by 24 February 2025 at the latest (see Rules of Entry for details)

If you have any questions about entering or need guidance,
please contact Jane Bolsover on jane@janebcreatives.co.uk

RULES OF ENTRY

ENTRIES

1. This competition is open to all embroiderers' in the British Isles. Embroideries entered into this competition should not have been previously entered into any other competition.
2. For the "In Education" category only one piece maybe entered per student. For the "Not in Education" category competitors must complete an entry form for EACH ENTRY by the closing date. All entries must be the bonafide work of the individual who has entered.
3. Entries may be 2D or 3D, but see Entry Limitations and Restrictions regarding finished entry sizes; glass must not be used when framing! Please provide accurate dimensions of your work on the entry form.
4. Please ensure your piece has mirror plates attached, or some kind of hanging system if it is a picture, to enable hanging in the judging exhibition. Failure to provide this will mean that the piece cannot be displayed.
5. The decision for the category entered is the responsibility of the maker. Embroideries cannot be swapped to another category after the entry form has been processed.
6. We reserve the right to NOT hang work that contains any sharp or dangerous materials, or which, the Organiser's feel is unsuitable in any way for display.
7. Your name, address and phone number must be clearly and securely attached to the back of your work to enable us to identify your piece. Please do not label the front – to ensure anonymity during the judging process.
8. We endeavour to hang all pieces, that comply with the Rules of Entry, where we receive an entry form by the due date, but this cannot be guaranteed, and the Organisers reserve the right not to display any piece for whatever reason.

PACKAGING AND POSTING YOUR EMBROIDERY

1. Packaging the embroidery is the maker's responsibility, but we advise wrapping it with bubble wrap and enclosing it in strong cardboard or plastic box, for protection and transportation purposes.
2. Attach a 'From' label to your parcel, to enable us to identify your entry, also stating the category and Subcategory that you are entering. Make sure your labels are clear as to whom the parcel is 'To' and 'From'. Please use BLOCK CAPITALS. Please also enclose a SELF-ADDRESSED RETURN LABEL for your package.

Send your completed entry to:

The National Embroidery Awards, ICHF Events, Dominic House, Seaton Road, Highcliffe Dorset, BH23 5HW

Email: janet.w@ichf.co.uk

Deadline for delivery is **Friday 24 February 2025**.

SECURITY

While reasonable care will be taken with the security of all exhibits ICHF Events and the judges accept no responsibility for any loss or damage occurring to works whilst in our possession.

INSURANCE

Insurance is the responsibility of the maker. We cannot insure embroideries on your behalf.

INTELLECTUAL PROPERTY RIGHTS

By entering competitions and allowing work to be shown at the Fashion & Embroidery show (13-16 March 2025), PLEASE BE AWARE that photographs or copies may be taken by a person or visitor, and realise that your designs/work may be reproduced, but you will not hold ICHF Ltd or its employees liable in any way should this occur.

PHOTOGRAPHY

Please note the Organisers will be taking photographs of the competition entries at this event. These photographs may be used within magazines, newspapers, online and social media and to promote future events.

DATA PROTECTION

By entering the National Embroidery Awards, you agree for your details to be used by ICHF Events, who may wish to contact you with information of other services and publications, which may be of interest to you. Your details will be processed by ICHF Events Ltd in full accordance with data protection legislation and in full accordance with ICHF Events Ltd Privacy Policy.

IMAGE CREDIT

All images © Royal School of Needlework 2024.

COVER

- Macaroons: Canvas Shading by Royal School of Needlework Diploma in Technical Hand Embroidery student Jane Francis
- Blue flower: Silk Shading by Royal School of Needlework Certificate in Technical Hand Embroidery student Cherry Lo
- Northern Lights: Canvaswork by Royal School of Needlework Diploma in Technical Hand Embroidery student Elin Cathart
- Goldwork dolphin: Goldwork by Royal School of Needlework Certificate in Technical Hand Embroidery student Lai Fong Chan

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- Royal School of Needlework BA (Hons) Hand Embroidery – Major Project by Fleur Webb
- House: Canvaswork by Royal School of Needlework Certificate in Technical Hand Embroidery student Yvonne Raymond
- Dog: Advanced Silk Shading by Royal School of Needlework Future Tutor student Amanda Rymel
- Blackwork lady: Blackwork by Royal School of Needlework Certificate in Technical Hand Embroidery student Cherry Lo

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- Jacobean Crewelwork: Jacobean Crewelwork by Royal School of Needlework Certificate in Technical Hand Embroidery student Shannon McDowell
- Lady: Stumpwork by Royal School of Needlework Diploma in Technical Hand Embroidery student Elin Gray

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- Appliqué by Royal School of Needlework Diploma in Technical Hand Embroidery student Elizabeth Barnett
- Royal School of Needlework BA (Hons) Hand Embroidery Degree student working in their Studio at Hampton Court Palace, south west London
- Royal School of Needlework BA (Hons) Hand Embroidery Degree students working on the 'Stitch a Selfie' project in their Studio at Hampton Court Palace, south west London

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- Royal School of Needlework BA (Hons) Hand Embroidery – Major Project by Connie Williams
- Royal School of Needlework BA (Hons) Hand Embroidery – Major Project by Christine Chung
- London bus: Canvaswork by Royal School of Needlework Future Tutor student Kate Pankhurst

ICHF Events



Fashion & Embroidery

