




Glimpses of

# Blighty



**THE MADEIRA COMPETITION!**  
**£1,500 OF PRIZES**  
**TO BE WON!**



**Madeira UK Ltd has once again joined forces with ICHF's Fashion Embroidery & Stitch show, to bring you The Madeira Competition 2012, Glimpses of 'Blighty'.**

'Blighty' is a slang term for Britain, first used in the latter days of the British Raj. It is now more commonly used as a term of endearment by the expat British community or those on holiday to refer to home.

With the world's eyes focused on Great Britain, firstly with the Royal Wedding last April, and with the Olympics and the Queen's Diamond Jubilee next year – let your imagination run wild and embroider all that is 'Best of British' both past and present, and you could WIN one of our fabulous prizes! There's a prize for each Category winner and a superb prize for the overall winner!

#### **Overall Winner**

A Janome Memory Craft 5900QC sewing machine (RRP £799) and a Madeira Treasure Chest (RRP £330). PLUS – the overall winner will be awarded the Madeira Rose Bowl, which they will hold for a year.

#### **Category Winners**

**Mainly Machine Embroidery:** a fantastic selection of Madeira machine threads, including Quilting and Sewing, sparkling Supertwist metallic and Cotona cotton. The Category Winner will also receive an engraved crystal goblet.

**Mainly Hand Embroidery:** a vanity box overflowing with beautiful Madeira embroidery threads and some spools for machine use, too. The Category Winner will also receive an engraved crystal goblet.

#### **Visitors' Choice**

Visitors to the Fashion Embroidery & Stitch show will be asked to vote for their favourite entry. The most popular will win a year's subscription to *STITCH with the Embroiderers' Guild* magazine, worth £23.70.

color your life  
**MADERA**

**Fashion  
Embroidery  
& Stitch**



All entries will be exhibited at the  
**Fashion Embroidery & Stitch**  
show at the NEC, Birmingham  
(22-25 March 2012)

## THE COMPETITION

There are two categories that you may enter:

### Category 1 – Mainly Machine Embroidery

### Category 2 – Mainly Hand Embroidery

Both Categories may contain mixed media (beads, papers, wires, etc) if you wish.

Please state clearly on the application form and also on the back of the embroidery, which category you are entering.

The embroidery should be no smaller than 20 x 20 cm (8 x 8 in.) and no larger than 75 x 75 cm (29 ½ x 29 ½ in.) when framed/ mounted.

The embroidery *must* include some Madeira threads. Please enclose a separate list of threads used in your work, which will be displayed alongside your embroidery.



Madiera threads are widely available. For UK stockists and mail order companies contact:

**Groves + Banks** Tel: 01453 883581  
Email: [enquiries@groves-banks.com](mailto:enquiries@groves-banks.com)

**EQS** Tel: 0116 271 0033  
Email: [sales@eqsuk.com](mailto:sales@eqsuk.com)

For more product details refer:  
<http://threads.madeira.de/>

## HOW TO ENTER

- All embroideries must be mounted and framed and have a flat back with no protrusions, but if the picture is heavy please ensure there is a secure method of hanging. **Do not use glass when framing.**
- You may send any **original** embroidered item completed since 1 September 2010, which has not been exhibited in any other exhibition or competition.
- Your name, address and 'phone number must be clearly and securely attached to the **back** of your work. **Do not write your name on the front!**
- Write a small piece about your 'Glimpses of Blighty' inspiration, stating the Madeira threads used in your embroidery, and mount this separately so that it can be displayed alongside your work (a few lines will do – it doesn't have to be an essay!). **Do not write your name on the front.**
- Send a colour photograph (or colour photocopy) of the whole area of the embroidery (complete or incomplete). Write your name and address clearly on the back of the photograph. Please also state size – this helps us with the return of your work.
- For UK entries, a non-refundable £15.00 entry fee is charged for handling and return postage. Your embroidery will be returned via Royal Mail Special Delivery (UK only).
- For entries from Europe and the Rest of the World, please check and send the appropriate postage for the return of your entry.
- Send your completed embroidery and written piece (with the completed entry form, credit/debit card details or cheque (payable to ICHF Ltd), and photograph **in a separate envelope attached to the outside of your parcel**) to: The Madeira Competition, ICHF Ltd, Dominic House, Seaton Road, Highcliffe, Dorset BH23 5HW.
- If you don't want to cut up your entry form leaflet, the entry form can be photocopied, or additional entry forms may be obtained from ICHF Ltd, tel: 01425 272711, or downloaded from the website: [www.ichf.co.uk](http://www.ichf.co.uk)

**IMPORTANT:** Please post entries so that they arrive between Monday 13 February and Friday 24 February 2012, clearly marking your name and address on the outside of the parcel.



