

# Glimpses of The Movies



Win the coveted **Madeira Rose Bowl trophy**, a superb **Husqvarna Sapphire 930 sewing machine** and a beautiful **Madeira Treasure Chest**, with the latest Madeira Embroidery competition, judged at **ICHF's Fashion & Embroidery show 2018**

**EMBROIDERY COMPETITION: £1,000 + PRIZES TO BE WON!**

This year we are challenging you to create an embroidered piece of work inspired by the Movies – Capture a kiss in classic black and white a' la Casablanca or an explosion of light and colour in a moment inspired by Star Wars or Blade Runner. Recreate a childhood favourite or an unforgettable frame. There's no end to what you can create – show us your Glimpse of the Movies in a beautifully embroidered piece that could WIN one of our fabulous prizes!

All entries will be exhibited at the **Fashion & Embroidery** show at the NEC, Birmingham (15-18 March 2018), with a selection on display at the Stitching & Sewing shows nationwide.

### OVERALL WINNER

Wins a Husqvarna Sapphire 930 sewing machine (RRP £1399), and a Madeira Treasure Chest, containing 122 spools of classic rayon thread, presented in a wood effect draw unit (RRP £400). 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 Madeira Mini Gold Chest metallic thread assortment and a selection of hand stitching accessories. The Category Winner will also receive an engraved crystal goblet.



### VISITORS' CHOICE

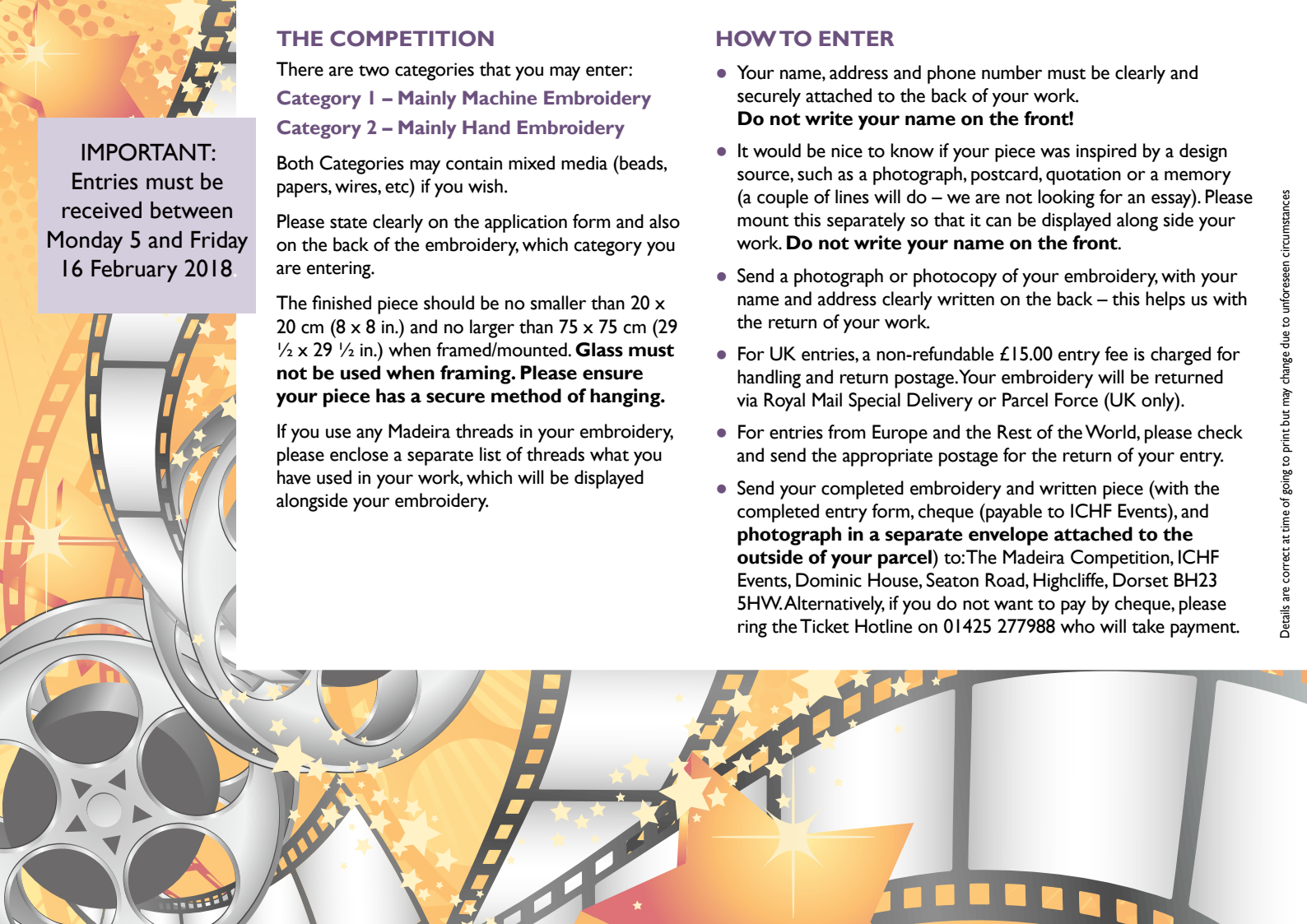
Visitors to the **Fashion & Embroidery** show will be asked to vote for their favourite entry. The most popular entry will win a Madeira Mini Gold Chest assortment.

 **Fashion & Embroidery**

 **VIKING**

 **MADEIRA**

 **Woman's Weekly**



**IMPORTANT:**  
Entries must be  
received between  
Monday 5 and Friday  
16 February 2018

## 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 finished piece 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. **Glass must not be used when framing. Please ensure your piece has a secure method of hanging.**

If you use any Madeira threads in your embroidery, please enclose a separate list of threads what you have used in your work, which will be displayed alongside your embroidery.

## HOW TO ENTER

- 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!**
- It would be nice to know if your piece was inspired by a design source, such as a photograph, postcard, quotation or a memory (a couple of lines will do – we are not looking for an essay). Please mount this separately so that it can be displayed along side your work. **Do not write your name on the front.**
- Send a photograph or photocopy of your embroidery, with your name and address clearly written on the back – 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 or Parcel Force (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, cheque (payable to ICHF Events), and **photograph in a separate envelope attached to the outside of your parcel**) to: The Madeira Competition, ICHF Events, Dominic House, Seaton Road, Highcliffe, Dorset BH23 5HW. Alternatively, if you do not want to pay by cheque, please ring the Ticket Hotline on 01425 277988 who will take payment.

## RULES

- The entry must be your own work.
- All entries must be received between Monday 5 and Friday 16 February 2018.
- Judging will take place on the first day of the show. The judges' decision is final and no correspondence will be entered into.
- The prizes will be accepted as stated. There are no cash alternatives.
- All winners will be announced and prizes will be awarded at the end of the show. If winners are not in attendance, the prizes will be dispatched to them.
- Entrants must be prepared to have their work photographed. These photos may be used within magazines, newspapers, online and Social Media and to promote the competition and future events.
- Prize-winners and other entrants must be prepared for their work to be retained for approximately 12 months, after judging, for display at other Stitching & Sewing shows.
- While every care will be taken of the entries, no responsibility is accepted by Madeira UK Ltd, Woman's Weekly or ICHF Events for any loss or damage occurring to works whilst in ICHF's possession

## ENTRY FORM

Complete the details below and send completed form and photograph to ICHF (attaching both in a separate envelope to the outside of your parcel) along with:

- The completed embroidery
- Written piece about the embroidery (to be displayed with work)
- Entries from Europe and rest of the world please check and send appropriate postage for the return of your embroidery.

**Categories** (please tick as appropriate)

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Mainly Machine Embroidery

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Mainly Hand Embroidery

Name .....

Address .....

..... Postcode .....

Country ..... Tel .....

Email .....

☐

I enclose my cheque for £15.00 made payable to ICHF Events  
(**UK entries only**, check price for Europe and rest of the world).

Alternatively, please call the Ticket Hotline on 01425 277988 to make payment.

Please provide your details below if you would like us to keep you up to date with special offers and news by email and/or SMS from ICHF and other brands within the Time Inc. UK Group:

Email address: .....

Mobile phone number: .....

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Please keep me up to date with special offers and news just by email from carefully selected companies. Your personal details will not be shared with those companies – we send the emails and you can unsubscribe at any time. By submitting your information, you agree to our Privacy Policy available at [www.timeincuk.com/privacy/](http://www.timeincuk.com/privacy/).

**Send your entry to:** The Madeira Competition,  
ICHF Events, Dominic House, Seaton Road, Highcliffe, Dorset BH23 5HW.

**ICHF Events**  
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