

Margaret River Wine Region Festival
8 - 12 April 2010

Peoples Choice Poster Art Competition Guidelines

The Peoples Choice Poster Art competition is an annual component of the Margaret River Wine Region Festival with the winner being selected one year in advance and thus providing an opportunity for the artist to be in the spotlight for that period. Additionally it will inform visitors and tourists alike what the 'image' is for the forthcoming year. Patrons at the 2010 Festival will be asked to judge the winner from a selection of artworks chosen by the Margaret River Wine Industry Association that will be shown at the Vintage Festival Art Display at Leeuwin Estate Winery on Saturday 10th April.

The winning artwork will take the centre stage of the Festival marketing campaign in 2011 worth in excess of \$300,000 per year and will provide some valuable exposure to the winning artist nationally and internationally.

Winner of the 2009 award, Jenny Sanderson's "Water into Wine" was selected at the last Vintage Festival and is now featured in the 2010 Festival poster.



Design themes are very open with entries simply required to demonstrate the full colour of 'vine and wine' with any other of the Margaret River wine region's essential elements being its People, Lifestyle, Art, Produce, the Natural Environment or the Festival itself. No art medium restrictions apply other than the work must be original and be capable of being reproduced in single dimension so as to be easily replicated as a poster. All entries must be at least A3 size and all rights to reproduce the artwork will, as a condition of entry, be handed to the Margaret River Wine Industry Association for use in marketing and promoting the Festival with full recognition to be given to the artist whose work is selected. Works must be submitted ready to hang / display and clearly marked with contact details by **5pm Thursday 1 April 2010.**

Contact Pip Heaford on 9757 9330 or at info@margaretriverfestival.com for further details.

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