



MEDIA RELEASE

For immediate release

Friday August 12, 2011

'What the World Needs Now' - will quilters have the answer?

Announcing the challenge theme for 2012! What the World Needs Now is announced as the theme for the 2012 Australian Patchwork & Quilting Australasian Quilting Convention Challenge.

Is it 'Love, Sweet Love', an end to the global financial crisis or carbon tax? Quilters are called to give their answer in a textile interpretation for this thought-provoking annual challenge.

Sponsored by Expertise Events and *Australian Patchworking & Quilting* magazine, the AQC Challenge is run in conjunction with the annual Australasian Quilting Convention. The 2012 event will be held April 12-15, 2012 at the Royal Exhibition Building, Carlton, Melbourne.

Judy Newman, Craft Consultant at Expertise Events, says, "There is, of course, no right answer to this question – it's a personal interpretation and that's where things get interesting. The theme can be interpreted in pictorial, traditional or contemporary styles of quilting – we've seen in past years how clever quilters can be at taking a theme and seeing where it leads them."

The theme encourages creativity, and quilters are invited to explore all the possibilities of the theme and create a quilt that represents their thoughts. Entry to the challenge is open to individual quilters and quilting groups, and is limited to two entries per person.

Quilts must be no more than 150cm on each side and a minimum of 100cm on each side, and submissions will close February 9, 2012. In 2012, the prize money up for grabs totals \$7500.

Cash prizes of \$5000 for first prize, \$2000 for the runner up and \$500 for the quilt maker who wins Viewer's Choice are up for grabs. Announcement of the first prize and runner up will be made at the 2012 AQC at the welcome cocktail party on Wednesday, April 11 and all finalists' works will be displayed at the event. The Viewers' Choice will be conducted during AQC and announced on April 20, 2012.

Entry forms for the 2012 AQC Challenge are available on www.aqc.com.au.

The 2012 AQC convention program with class details is due for release in October, 2012.

-Ends-

MEDIA ENQUIRIES

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