



Weavers Art invites all Canadian high school students to submit rug designs to be considered for the Weavers Art 2011 ERA collection. The five finalists will see their winning designs prominently featured as a 4'x6' carpet at an unveiling reception at Weavers Art, as well as, being presented with a monetary award; first place \$500, second place \$400, third place \$300, fourth place \$200, fifth place \$100. Each design will be part of a limited production of hand-woven rugs for sale through Weavers Art exclusively. A portion of the proceeds will go to DAREarts, a Canadian charity that provides art based programs for at-risk children (visit <http://www.darearts.com> for more information).



Putting it all together



“By bringing last year’s winning designers together with teens from different schools, the 2011 ERA Rug competition will give us the opportunity to explore undiscovered talent, continue to promote the importance of art and design in our kids’ lives while helping them reach their goals through the scholarship fund.”

Johane Lefrançois-Deignan
JNSQ Design



“This contest ‘dares’ Canadian kids to get creative in an exciting new way. Making a difference in kids’ lives brings change not only to the kids but also to their peers, their families, their communities...Everyone wins.”

Marilyn Field
Founder & President of DAREarts



“We have the ability to oversee the process and connections to make it happen. The idea of promoting Canadian Rug Design in this unique way is what Weavers Art is all about...Weaving to make a difference.”

Michael Pourvakil
President of Weavers Art



“Being new to the ERA project I was pleasantly surprised to see the attraction and brilliance that came from our Canadian designers in 2010. Being a part of this year’s planning, paired with the new direction for ERA 2011, I am eager to see and work with our young Canadian artists and their design talent!”

Melanie Cantwell
Director of Marketing of Weavers Art





What is the ERA 2011 Rug Design Competition

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Why Get Involved

ERA the Evolution of Rug Artistry is a fun, outside the box challenge, to showcase young Canadian talent while raising funds and awareness for a local charity. For the second consecutive year, DAREarts will benefit from proceeds of the ERA rug sales.

Who can apply to ERA 2011

All Canadian High school students.

When to Submit Your Designs

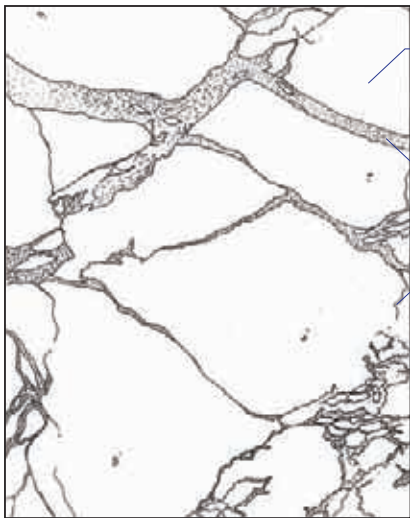
- Deadline for entries: **Thursday, September 30th , 2010**
- Rug submissions will be juried the week of October 13th, 2010



How to Submit Your Designs

- 1) Complete the online application located at <http://era2011.weaversart.com>
- 2) Email the completed form to era2011@weaversart.com with subject line *ERA 2011 Design Entry*
- 3) Design submissions must include the following requirements:
 - High resolution PDF file (print ready) and should not exceed 5MB
 - Line drawing/ Wireframe (outline drawings as illustrated in example A found below)
 - Digital color rendering image (as illustrated in example B found below)

A



B



D. GREY 1	IVORY 2	BEIGE 3	M. BEIGE 4	M. GREY 5	LT. TAUPE 6	M. TAUPE 7
WOOL BLEND (BACKGROUND COLOURS)			WOOL / SILK BLEND			
SLATE GRAY 8		D. TAUPE 9		CHOCOLATE		

Those designs selected for production may be subject to modifications by Weavers Art for weaving purposes in collaboration with the designer. Rug designs are the copyright of the designer. Those rugs selected and produced are the property of Weavers Art.

Weavers Art reserves the right to produce additional rugs according to the contractual arrangement between designers and Weavers Art specifying a negotiated fee or royalties as part of the ERA limited edition collection.