

WireLace® has teamed up with **BeadStyle®** magazine to invite you to participate in the

# WireLace® Design Contest 2010

What could get your creative ideas flowing more than a design contest that offers worldwide notoriety, cash, prizes and CHOCOLATE?

Be inspired with WireLace®, a captivating wire mesh ribbon in the delicious new color chocolate, and join our contest! Use your imagination and creativity to design original pieces and incorporate any of the 5 widths of chocolate WireLace® (1mm, 2.5mm, 6mm, 12mm or 20mm) into your jewelry design.

Chocolate WireLace® sampler kits containing all 5 sizes are available to purchase. Ask for chocolate WireLace® at your bead shop, or for a list of WireLace® Authorized Retailers or to buy online, go to [www.wirelace.com](http://www.wirelace.com) or call (707) 887-2825.



Retailers displaying this logo offer all sizes and colors of WireLace®



The winning design will receive \$500 in cash and prizes and be featured in the January 2011 issue of **BeadStyle®**

the world's best-selling beading magazine.



Contest is open to USA and CANADA. For contest details see reverse side or go online to [www.wirelace.com](http://www.wirelace.com) or [www.beadstylemag.com](http://www.beadstylemag.com)

**BeadStyle®**

# WireLace® Design Contest 2010

## AWARDS

### 1st Place Winner Receives

- \$500 from WireLace® (\$250 cash, \$250 towards purchases on our website)
- Winning design will be featured in the January 2011 issue of *BeadStyle*® magazine, on newsstands November 2010
- 1-year subscription to *BeadStyle*® magazine

### 2nd Place Winner Receives

- \$250 WireLace® certificate towards purchases on our website
- 1-year subscription to *BeadStyle*® magazine

### 3rd Place Winner Receives

- \$100 WireLace® certificate towards purchases on our website
- 1-year subscription to *BeadStyle*® magazine

### All Semi-Finalists Receive

- 1-year subscription to *BeadStyle*® magazine

## GENERAL RULES

1. All submitted designs must be new and original and contain chocolate WireLace® as a prominent component. Designs previously submitted to any other contest cannot be re-submitted to our contest.
2. There is no limit to the number of entries. You may submit as many designs as you wish, each on a separate Application for Entry.
3. If you become one of the semi-finalists you will be asked to send your finished piece to *BeadStyle*® magazine. Due to shipping restrictions, we require that a package with a finished piece will not exceed one cubic foot and four pounds in weight. Please make sure that your finished piece is packed safely. *BeadStyle*® cannot be responsible for damage while in transit.
4. Contest is open to entries from the USA and Canada.
5. Employees and their immediate family members are not eligible to participate.

### Submitting process:

Fill out the Application for Entry (PDF) online at [www.beadstylemag.com](http://www.beadstylemag.com) or [www.wirelace.com](http://www.wirelace.com) and email the Application along with two digital photographs of the finished piece (jpg not to exceed 2 MB) to [editor@beadstylemag.com](mailto:editor@beadstylemag.com)

### **The deadline for submitting Application/jpg photos is July 15, 2010.**

Do not send finished pieces at this point.

### Choosing semi-finalists:

The jury, composed of *BeadStyle*® staff and WireLace® staff will choose the top 7 designs, based on originality, creativity, execution and complexity of design. The chosen semi-finalists will be notified by email or phone by July 23, 2010. All semi-finalists will be asked to send their finished pieces to *BeadStyle*® magazine no later than August 6, 2010; otherwise it will be assumed they will not continue the contest. All semi-finalists will also be asked to write up to 100 words about themselves and/or their finished piece.

### Choosing finalists:

The finalists will be chosen from the received finished pieces. Finalists will be put in an online newsletter for public vote the 2nd week of August. The voting rights will be divided between the jury and the public. First 50% of voting rights will be the jury and the second 50% will be the public. The winners will be contacted by email or phone by August 30, 2010. The finalists will be posted in the online *BeadStyle*® Subscriber Gallery to coincide with the 1st place winner being featured in the January 2011 issue of *BeadStyle*® magazine, on newsstands November 2010.



Subscribe to *BeadStyle*® magazine and sign-up for the FREE e-mail newsletter at [www.beadstylemag.com](http://www.beadstylemag.com)



### What is WireLace?

WireLace® is a ribbon woven with very fine wires of brass and copper or aluminum and bonded with an enamel coating. It is currently available in 31 luscious colors and 5 versatile sizes - 1mm, 2.5mm, 6mm, 12mm and 20mm.

**NICKEL-FREE:** an ideal choice for persons with nickel-allergies or for creating jewelry for countries with a ban on certain products containing nickel.

**WATER PROOF:** great for fiber crafts, jewelry and sewing where items may get wet or need to be gently hand washed.

**HEAT RESISTANT:** a great embellishment for use in low heat projects (under 275 degrees): bake directly into polymer clay; adorn lamp shades, hot-glue into scrapbooks.

### What Can You Do with WireLace®?

- expand it to create lacy waves about 3 times its width (not 1mm)
- use it flat like ribbon
- insert beads, string or wire inside (1mm not tubular)
- knot it
- thread it through beads
- bake polymer clay on it
- knit, crochet, weave or sew with it and much more....

### Helpful Information Online

A WireLace® color chart, size chart, and helpful tips for stringing, supporting and finishing is available online at [www.wirelace.com](http://www.wirelace.com)

## Alacarte Clasps™ & WireLace®

Clasps & Components to fit CRYSTALLIZED™ - Swarovski Elements Producer & Distributor of WireLace®

For questions or more information about WireLace® or the contest email: [info@alacartecclasps.com](mailto:info@alacartecclasps.com) or call 707-887-2825 [www.alacartecclasps.com](http://www.alacartecclasps.com) • [www.wirelace.com](http://www.wirelace.com)

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