



2013 LAZEE DAIZEE™ CHALLENGE - RULES & GUIDELINES

Sponsored by StephanieEddy LLC

DEADLINES

- Entries for the contest will be accepted beginning July 1, 2013, until midnight MST Dec 31, 2013.
- The Challenge kit will be available June 1, 2013, at StephanieEddy.com.
- Finalists will be announced on Jan. 15, 2014.
- Winners will be announced Jan. 31, 2014.

PARTICIPANTS

- The Challenge is open to all professional and amateur artists. Entrants must be 16 or older as of June 1, 2013.
- Each entry may be the work of a single person or a collaboration by up to three people. Collaborative entries should be submitted as a "collective work" with all contributors listed.

REQUIREMENTS

Participants must purchase the Lazee Daizee™ Challenge Kit and include the required element "Czech Nouveau glass button" in the final project, which must be a wearable art piece.

The Challenge entry fee is included with the purchase of the Lazee Daizee™ Challenge Kit. Each kit will have a specific code number assigned and the purchaser's name recorded. Participants will use this code on all photo submissions. Entries will then be submitted to the judges anonymously. If you lose the code number or wish to transfer ownership for Challenge entry purposes, email LDchallenge2013@gmail.com

- Viking Knit, using the 1/4" and/or 1/2" Lazee Daizee™ Viking Knit tool/s, must be the prominent theme of an individual entry - 50 percent or more. Additional elements may also be added to the entry, including but not limited to, metal clay, metal beads, wirework or chain, glass beads, wood, shells, crystals, semi-precious stones and found objects.
- An entry must be an original work for which a participant retains all rights, and which he/she has the legal right to submit. Entries must be created after June 1, 2013, by the person/s entering the Challenge, and should not be entered in another contest, have won any other contest, or published in print or online prior to Dec. 31, 2013.
- Incomplete entries and entries that do not follow these guidelines and photo requirements will be disqualified from judging.
- A contestant may submit one entry per kit in one category. Challenge judges reserve the right to determine if an entry is better suited for submission in a different category.
- If less than three entries are submitted for a specific category StephanieEddy LLC reserves the right to eliminate the category and move entries for consideration in a different category.
- The artist/s give StephanieEddy LLC permission to use the entry and photos in any lawful way, including but not limited to publicity, publications, electronic media, etc., in print and/or on the Internet, with full credit to the artist.

CATEGORIES

- **Avant-garde** - Innovation and unconventional jewelry design is the theme of this category with the focus on new and unusual techniques and materials.
- **Pet Posh** - Wearable pet art wear. Collars, leashes, crowns, booties and everything else. Submit photos of your favorite pet wearing their stylish Viking Knit-themed gear.
- **Inner Whimsy** - Any way the wind blows, this category will give you an opportunity to let your inner child guide your passion. Create a fanciful, quaint and unpredictable masterpiece.
- **Bitz & Glitz** - It's time to break out the royal Swarovski Elements and fire polish crystals because this is the Crown Jewel Goddess category. Everything from rhinestones, metallics, sequins, precious and semi-precious stones to gold leaf is appropriate.
- **Mixed It Up** - This category is about integrating a variety of medium into your Viking Knit design. Suggestions: include wire weaving techniques such as knit, crochet or freeform; add some chain maille; consider fiber weaves, polymer and art clays, metals, basket weaving, stained glass even beadwork... whatever your specialty... whatever your heart desires.

AWARDS

Judges Choice - Our independent judges, along with Lazee Daizee™ inventor Stephanie Eddy and Michael Eddy, will choose finalists for First, Second and Third Place winners overall and the top finalists in each category. A single entry may be considered as an overall winner as well as a winner in an individual category.

Happy Mike Award - Mike Eddy's favorite entry. Who knows what his criteria may be or what design may tickle his fancy but Mike is an avid fisherman, plays the guitar, is an entrepreneur and a real estate mogul who has created many advanced designs and techniques with Viking. No holds barred. Prize to be announced at a later time.

Judges Choice Overall: First: \$500 Second: \$250 Third: \$125

Individual Categories: First: \$100 Second: \$75 Third: \$50

JUDGMENT

Preliminary and final judgment will be made by the panel of independent jurors appointed by StephanieEddy LLC. Judgment is based solely by photo submission.

Entries will be judged according to the following criteria, in no particular order:

- Viking Knit using the Lazee Daizee™ tool/s is a prominent feature of the work
- Use of required elements in the Challenge kit
- Level of difficulty and originality
- Use of materials
- Overall impression and aesthetic appeal
- Wearability
- Use of color
- Use of techniques
- Composition

PHOTO SUBMISSIONS

- Entrants should submit a maximum of three photo images of each entry. One photo should showcase the entire piece including the closure; additional photos may be close-ups shots of the entry. In the Pet Posh category two photos of the project and one of the animal wearing the project should be included. No obvious editing, Photoshop signatures, timestamps or watermarks should be present.
- Fill as much of the camera frame as possible with your piece.
- Avoid using props or models. No text or other identifiers in the image (to accommodate anonymity during judging).
- Avoid loud or distracting backgrounds (neutral solid backgrounds, such as gray or white, are best).
- Save images in JPG file format no larger than 300 dpi with image size not to exceed 8" x 10". Each file should not exceed 2 MB.
- Number each photo using the unique code provided with each kit followed by an alpha number. If your code is LD503, your photo submissions should be numbered LD503 A; LD503 B; LD503 C.
- For more information and suggestions about photographing your entry download "Photographing Your Jewelry" by Christiane Ross. This can be found at StephanieEddy.com under the "Challenge" icon .

ENTRY FORM

Participants must submit an official Lazee Daizee™ Challenge entry form online, along with photos of the entry. Title the entry form using the unique code provided with each kit, i.e. LD503 Entry Form.

Forms are included in each Lazee Daizee™ Challenge Kit and will also available for download at StephanieEddy.com. Choose the "Challenge" icon. Scanned forms may be submitted in .doc or .pdf formats. Forms must be signed and dated by the artist submitting the entry.

Your personal data is confidential. It may be used exclusively for marketing purposes in relation to advertising and /or promotional activities related to the Lazee Daizee Challenge. We will not sell, trade, or otherwise share your personal data.



Email questions to LDchallenge2013@gmail.com