

CELEBRATING
HOFFMAN FABRICS
CALIFORNIA

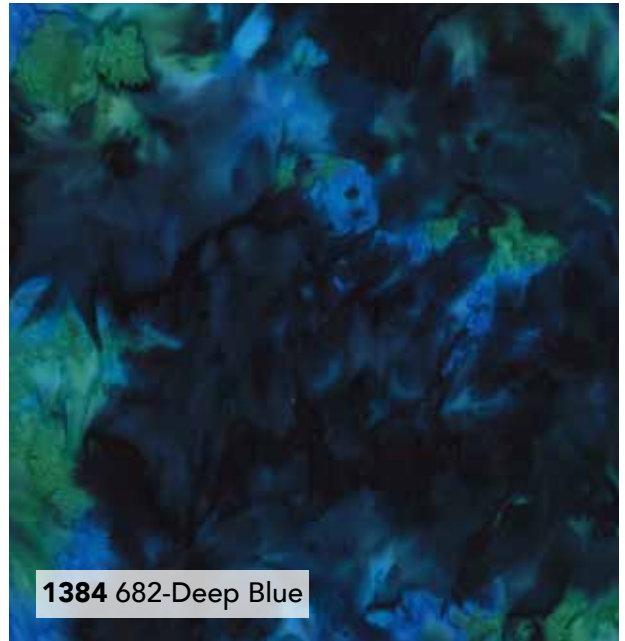
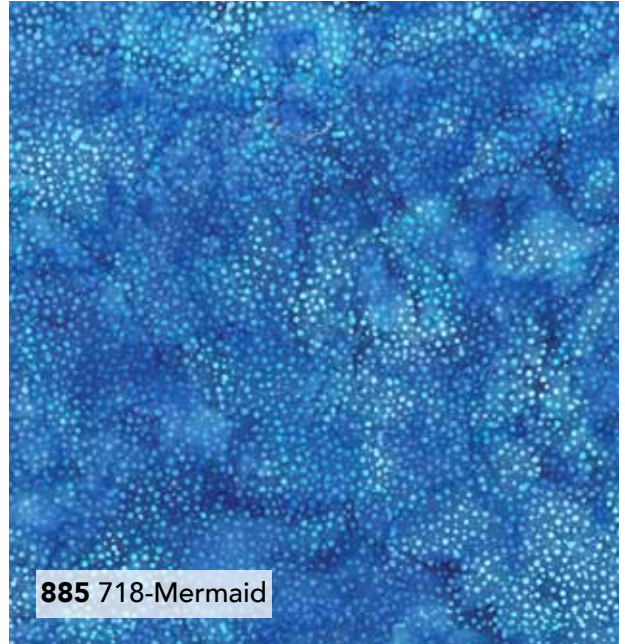


HOFFMAN
CHALLENGE

2022-2023

REQUIRED HOFFMAN

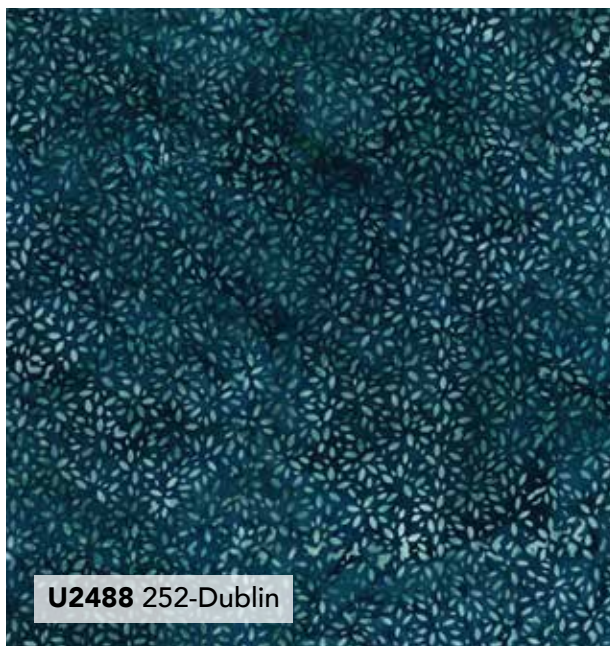
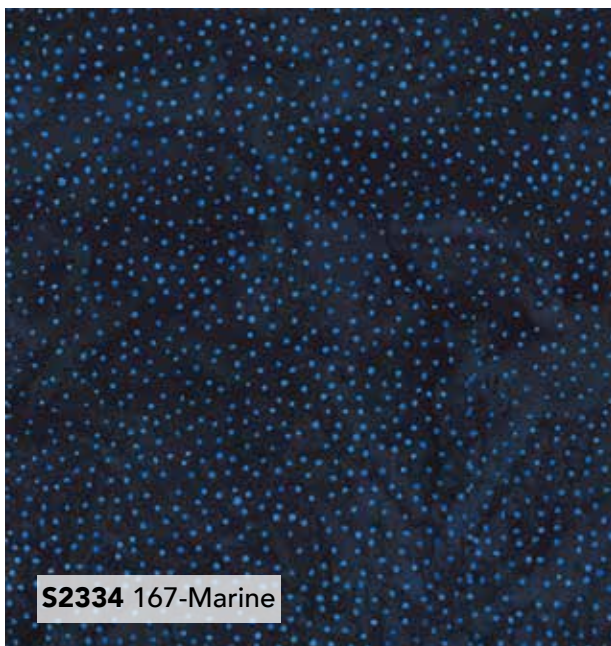
MUST USE 5



swatches shown at 30% scale

CHALLENGE FABRICS

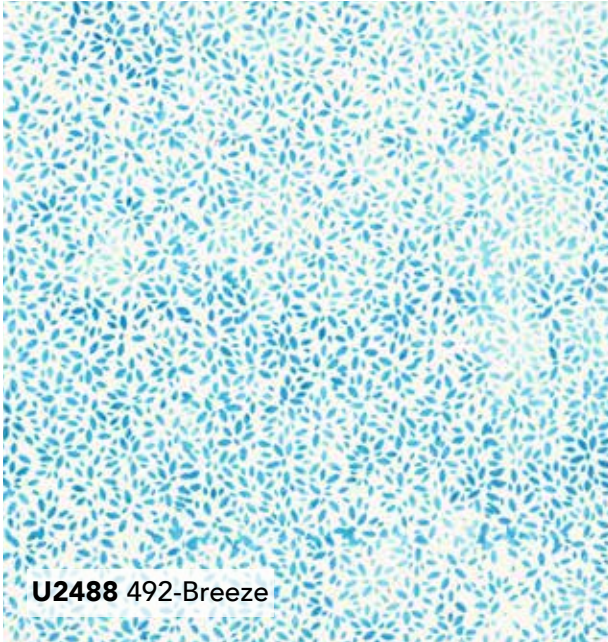
OUT OF 15



swatches shown at 30% scale

REQUIRED HOFFMAN

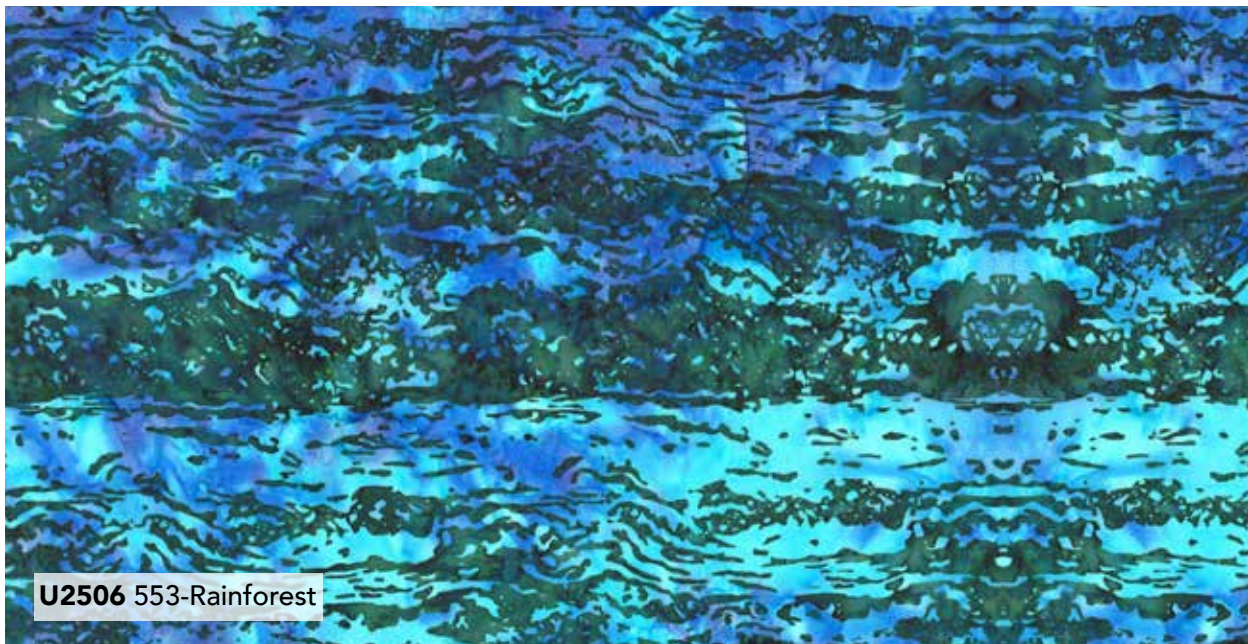
MUST USE 5



swatches shown at 30% scale

CHALLENGE FABRICS

OUT OF 15



swatches shown at 30% scale

CELEBRATING
HOFFMAN FABRICS
CALIFORNIA



CELEBRATE HOFFMAN FABRICS' 100 YEAR ANNIVERSARY WITH
A SPECIAL EDITION OF THE HOFFMAN CHALLENGE.

Hoffman California Fabrics was founded in 1924 by Rube P. Hoffman. Today, the fourth generation of the family carries on its traditions of design excellence, superior quality and forward-thinking textile fashion.

To celebrate, Hoffman California Fabrics has created a special edition of the Hoffman Challenge. For the first time ever, Hoffman Challenge participants are required to use a minimum of 5 out of 15 batik fabrics from the Challenge collection in their artwork entry. As a challenge participant, put your creative and technical skills to the test.

Participant registration, submissions and initial jurying all take place online, with a panel of certified judges considering all entries. If it is determined that your artwork qualifies for in-person judging, you will be asked to mail it to Hoffman Fabrics.

Finalists' and award winners' artwork go on tour for the year of 2024 to celebrate Hoffman's 100th Anniversary. They will be displayed in our virtual showroom and exhibitors may include quilt shows and festivals, museums and libraries, cultural centers, guilds and even some Hoffman retailers.



HERE ARE SOME SPECIAL FEATURES TO NOTE:

Why Batiks?: Hoffman Fabrics was the first to bring the art of batik making to the retail fabric world. Founding and owning its factory in Bali, Hoffman creates over 800 batik designs yearly, hand-dyeing over 1 million yards per year. This is the first Hoffman Challenge to ever use Hoffman Bali Batiks as the fabrics. We are celebrating being the *first and finest* in batiks!

Why Blue?: Hoffman has a long, family history revolving around water. It is the center of all that we do. Our lineage in the surfing world propelled our business forward as we pivoted to create the first aloha prints for the fashion industry.

Our love for the ocean and surfing led our 2nd generation, Walter and Phillip, to Bali on a surf trip only to find a new art form in hand dyeing and batik making which led us to our largest category today: Hoffman Bali Batiks.

Lastly, in celebrating our 100 years, we are looking forward to 100 more. Which is why over 20 years ago, we established a water reclamation facility at our Batik factory in Bali. We are proud to be returning clean and pH balanced dye water back to the environment.

The color blue represents the Hoffman Family and the various waves our business has ridden. We can't wait to see what you create with these breathtaking hues.

Why these designs?: These are the very BEST of our batiks. They are our bestsellers, the staples in your stash and a true celebration of our 100 years in textile making.

The following is an overview of the general rules, categories, prizes. For more details, please visit the Hoffman Fabrics' website where you will find a page dedicated to the contest at <http://hoffmanfabrics.com/challenge>

We thank you for riding the waves with us and we can't wait to see the SPLASH you make with your design!

Thank you for your loyalty over the years and for celebrating 100 years with the Hoffman Family!





GENERAL RULES

A minimum of 5 out of 15 of the following fabrics are **REQUIRED** to be in your entry. *please note this is a new rule

884 207-SEA BREEZE

885 718-MERMAID

1384 79-SEAFOAM

1384 682-DEEP BLUE

1895 579-AUGUSTA

Q2148 19-NAVY

S2334 167-MARINE

U2488 252-DUBLIN

U2488 492-BREEZE

U2489 F7-FRENCH BLUE

U2495 194-ROBINS EGG

U2498 578-DELTA

U2500 254-TAHITI

U2506 449-WATERFALL

U2406 553-RAINFOREST

A minimum of five of these challenge fabrics must be used in the body of the quilt top or garment in recognizable, but not necessarily equal amounts. While we love when you use Hoffman's fabrics, we invite you to use fabric from any manufacturer in addition to the required challenge fabrics.

The completion of your online registration, including photos of your artwork (one overall and one close-up) must be submitted by September 1, 2023. You may submit up to three different pieces of artwork with the \$30 entry fee (paid online).

The Hoffman Challenge Batik Collection will begin shipping to stores in April 2023 to begin working on your design!



Artwork accepted for final judging, that complies with all of the Hoffman Challenge rules, will be traveling for a year and must be able to withstand multiple shipments. Special packing instructions are NOT accepted! Artwork must be clean and unscented. Cigarette odor, other problematic scents and pet hair may result in disqualifications.

All participants will receive one fat quarter of Hoffman Fabric and a 100 Year Hoffman Challenge cloisonné pin to recognize your hard work.

RETAIL SHOP CHALLENGE

For the first time ever, we are hosting a challenge for the shops participating as well!

When entering your work of art, you will need to complete a field telling us where you purchased your Hoffman Challenge Batiks. This can be brick and mortar or online retailer.

The shop with the most Hoffman Challenge entries will receive a \$750 shopping credit for Hoffman Fabrics to use however they wish and a stunning trophy to keep.

Please note, entries are due September 1, 2023.
Retail Shop Challenge prize will be awarded by September 30, 2023.



CATEGORIES

QUILTS

Appliquéd

Pieced

Mixed Techniques (Pieced & Appliquéd)

Modern

CLOTHING

Any type of wearable garment

ACCESSORIES

Handbags, hats, jewelry, shoes, etc.

*** NEW CATEGORY***

YOUTH CATEGORY

The Hoffman family's dream is that future generations will be taught to quilt and sew to carry on the creative wave of the art form and love for fabric. This year, we will be hosting a youth challenge to encourage you to teach your children, grandchildren, and all of the kiddos you love to sew! This category will be for those 18 years old and younger.

(Quilts Only)

BEST USE OF AURIFIL THREAD

Thread painting, embellishments, beading, etc.



AWARDS FOR APPLIQUÉD QUILTS

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

AWARDS FOR PIECED QUILTS

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

AWARDS FOR MIXED TECHNIQUES QUILTS

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

HOFFMAN FABRICS AWARD

Our Hoffman Family loves to see all your creativity and have set aside a special award for our best in show.

Adult Category: \$500
Youth Category: \$500

AWARDS FOR MODERN QUILTS

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

AWARDS FOR CLOTHING

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

AWARDS FOR ACCESSORIES

1ST: \$300 + Aurifil Product
2ND: \$250
3RD: \$150

NEW CATEGORY YOUTH CATEGORY AWARD

18 years old and under

\$300 + Aurifil Product

AWARDS FOR BEST USE OF AURIFIL THREAD

1ST: \$500 in Aurifil Product
2ND: \$300 in Aurifil Product
3RD: \$150 in Aurifil Product



ENTRY RULES

QUILT ENTRY RULES

Any quilt shape is allowed. The quilt must have a 4" quilt sleeve attached to the back of the quilt, about 1/2" from the top. All quilts layers must be secured with quilting or tying. Size matters! Please double check. The maximum perimeter is = 160 inches. The minimum perimeter = 72 inches.

To calculate, combine all 4 sides.

Example: a rectangular quilt 30" x 40"

$(30'' + 40'' + 30'' + 40'' = \text{a perimeter of } 140'')$

Select the appropriate quilt category on your submission form. Please know that the panel of judge reserve the right to change an entry's category, based on their determination that the entry may compete more successfully in a different category.

CLOTHING ENTRY RULES

Any clothing size allowed. Coordinating separates (i.e., matching jacket, shirt, skirt, pants) may be entered as one item. A matching accessory must be entered as its own entry in the accessory category.



ACCESSORY ENTRY RULES

Hats, jewelry, purses, shoes, etc., cannot be larger than 12" x 12" x 12" excluding purse handles. Jewelry and small items should be securely attached to and within a shadow box no bigger than 12" x 12" x 12".

Please remove all glass or plexiglass from shadow boxes.

BEST USE OF AURIFIL THREAD

Aurfil makes this beautiful collection which is available at your retailers. 1st, 2nd and 3rd place will be awarded for the best use of any and all Aurifil threads. Must name type and indicate size of Aurifil thread on entry form.





LABELING AND SUBMITTING ARTWORK

The label must be 4" x 4" and include name, address, phone and entry title.

FOR QUILTS

Position and securely affix to the back side of your quilt on the lower right corner.

FOR CLOTHING

Position and securely affix to the inside shoulder. If the garment is sleeveless, affix to inside bodice.

FOR ACCESSORIES

Position and securely affix to inside of handbag, hat, shoes, etc.
For jewelry, attach a smaller 2" wide by 1" tall label.

TIMELINE

First delivery of fabric and Hoffman Challenge
information to stores

April 2023

Deadline for online entry submission

September 1, 2023

Judging, catalog of entries, and creating trunks

September-December 2023

Traveling Trunk Show

January-November 2024

Quilts returned to owners

November-December 2024

SHIPPING

Accepted artwork will be shipped to:

HOFFMAN FABRICS
ATTENTION: HOFFMAN CHALLENGE
25792 OBRERO DRIVE
MISSION VIEJO, CA 92691

For more information as a contestant or to become
an exhibitor, please visit

<http://www.hoffmanfabrics.com/challenge>

To find your closest Aurifil retailer, visit Aurifil.com.

Have any questions?

Please email our curator Jean Impey at

Jean@HoffmanFabrics.net



U2506 44-Waterfall



HOFFMAN CHALLENGE
hoffmanfabrics.com // 800.547.0100
25792 Obrero Drive. Mission Viejo. CA 92691