



Hoffman 2017 CHALLENGE

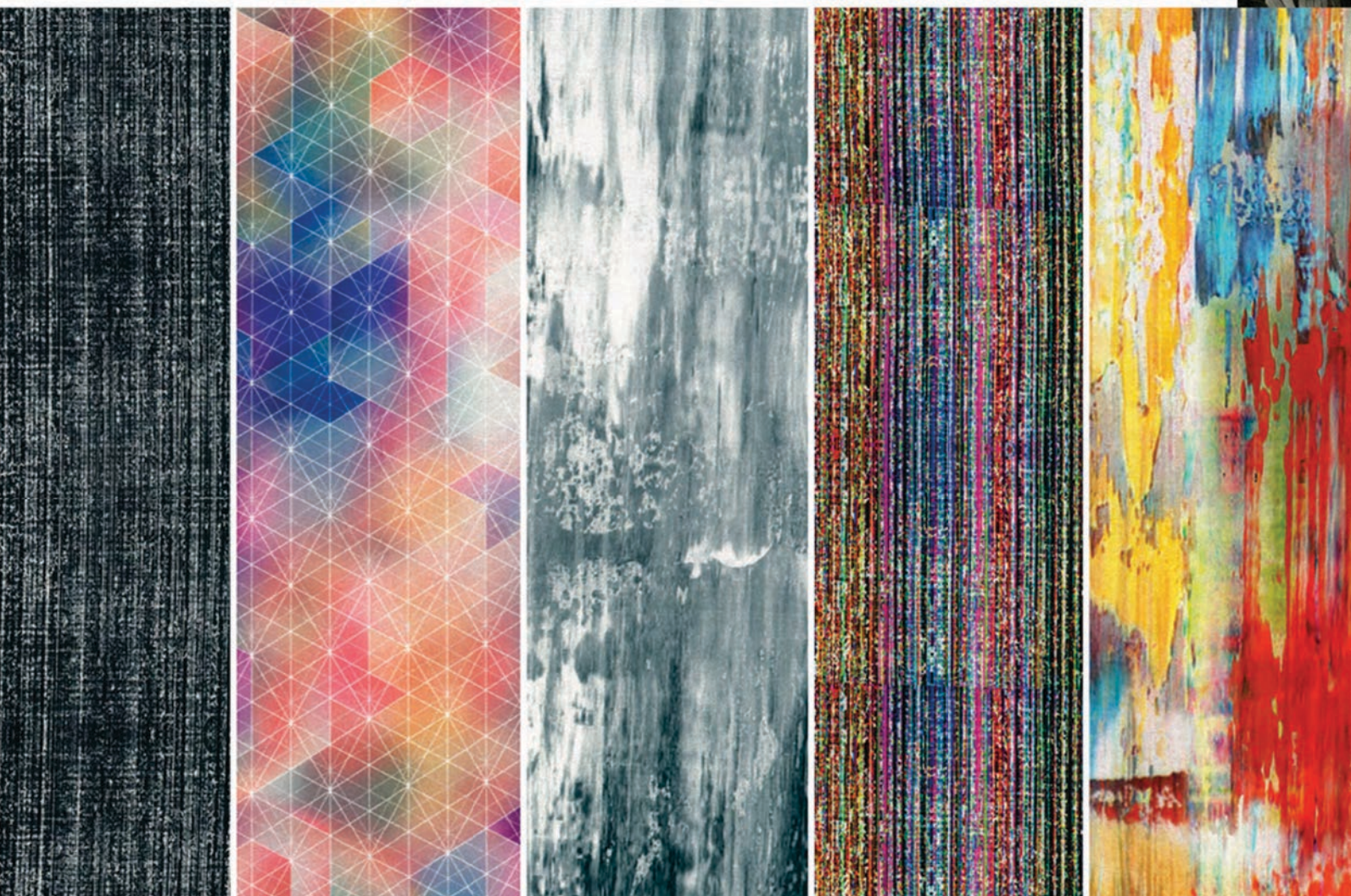


Mastery

- A Hoffman
- Spectrum
- Digital Print

We celebrate the creative path taken by quilt makers and home sewists with *Mastery*, designed for the annual Hoffman Challenge quilt and home-sewing contest. This breathtaking digital-print floral collection was inspired by the Old Masters era of magnificent artworks created by illuminaries such as daVinci, Michelangelo, Carvaggio, Rembrandt, and Leyster.

The 2017 Hoffman Challenge Fabric is Style #P4299 from the *Mastery* digital-print collection by Hoffman Fabrics. Create with either color – 55-Charcoal or 562-Blooms – or both!



P4302
313-Payne's Gray

P4301
633-Prism

P4300
92-Slate

P4302
181-Rainbow

P4300
151-Sunset



Challenge categories include:

- Pieced Quilts
- Appliqued Quilts
- Mixed Technique Quilts
- Clothing
- Accessories
- Home Decor (living room)
- Best Use of Aurifil Thread

Details at hoffmanfabrics.com.

2017 marks the 29th year of the Challenge, with quilters, home sewists and garment/accessory makers putting their skills to the test. Artwork accepted into this juried competition will be exhibited on a national traveling circuit of quilt shows, quilt festivals, and Hoffman retailers.

Challenge Fabric #P4299 is required for contest entry. Create in gray or color – or both! The advanced digital printing process that Hoffman employs captures myriad colors and textures for unlimited creative expression. Mix in coordinates from *Mastery* or other Hoffman fabrics as you wish to complete your Challenge project.

Ask for *Mastery* and special Aurifil thread collection at your favorite Hoffman retailer.



aurifil.com

sku# HF5017HC12



hoffmanfabrics.com

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Take the Hoffman Challenge!

We invite you to create a personal master work for the 2017 Hoffman Challenge, our annual contest that recognizes the talents of quilters and sewists. Style #P4299 of Mastery is the official fabric. You're welcome to use either the colorful 562-Blooms version or the sister grayscale version that is 55-Charcoal. You can combine the two in your entry if you'd like!

Aurifil is the co-sponsor of the Hoffman Challenge and each year issues a special collection of threads that coordinate with the Challenge Fabric. The Best Use of Aurifil category recognizes artistic efforts in thread painting, embellishment and beading.

Registration, submissions and initial jurying will take place online via ArtCall™. Categories in which to participate include quilts, clothing, accessories and home décor (theme: living room).

General Rules

The selected 2017 Hoffman Challenge Fabric (#P4299) must be used in the body of the quilt top in a recognizable amount, and for appliqué quilts, the Challenge Fabric must be used in more than one spot. At least 50% of the entry needs to show Hoffman fabrics, and they can be your choice -- whether from the 2017 Challenge collection or from your personal stash collected over the years.

Entries must be received online by July 9, 2017. There is a \$20 fee to enter an individual item. There is a \$30 fee that covers entry for up to three items. For multiple submissions, an entry form needs to be submitted for each artwork.

Finalists will become part of the Hoffman Challenge exhibit that travels around the country, entries must be able to withstand multiple shippings. Keep in mind that special packing instructions are not compliable. Items will tour as part of trunk shows that travel from August 2017 to September 2018.

Entries that become finalists and chosen to travel must be clean and unscented when received or they will not be accepted. Cigarette odor or other problematic scents and pet hair may result in immediate disqualification.

Categories;

Pieced Quilts **Appliquéd Quilts** **Mixed Technique (Pieced and Appliquéd)**
Home Decor: Living Room **Clothing** **Accessories**

Cash and Fabric Rewards for Quilts:

1st: \$500 plus \$250 of Aurifil Products
2nd: \$300 plus \$150 of Aurifil Products
3rd: \$150 plus \$75 of Aurifil Products
Honorable Mention: Hoffman Fabric Award
People's Choice: Hoffman Fabric Award
Best Hand Workmanship (quilts only): \$300
Best Machine Workmanship (quilts only): \$300



Aurifil's Mastery thread box: SKU#HF5017HC12.

hoffmanfabrics.com
aurifil.com

Cash and Fabric Rewards for Home Decor, Accessories and Clothing:

1st: \$250 plus \$125 of Aurifil Products
2nd: \$150 plus \$75 of Aurifil Products
3rd: \$75 plus \$35 Aurifil Products
Honorable Mention & People's Choice: Hoffman Fabric Award

Best Use of Aurifil Awards:

Entry must have thread visibly used. (Thread painting, embellishment, beading, etc.)

1st: \$1000 in Aurifil Products
2nd: \$500 in Aurifil Products
3rd: \$250 in Aurifil Products

Aurifil 2017 Challenge Mastery thread box SKU#HF5017HC12.

Ask for it at your favorite
Aurifil or Hoffman retailer.
aurifil.com.

100% Aurifil cotton
50 wt., 1422 yds. ea.



All Entrants Receive:

A fat quarter of Hoffman fabric
A spool of Aurifil thread
A 2017 Hoffman Challenge cloisonné pin

Labeling and entering artwork

All labels must be 4" x 4" and include name, address, phone number and entry title. Labels for quilts need to be seen on the bottom right-hand corner (back side). Labels for home-dec items must be on the back of each piece. Labels for clothing need to be placed on the inside shoulder. Labels for accessories need to be located on the inside of handbags and attached to jewelry.

Quilt entries

Any shape is allowed, but the size range for the combined sides is 72" to 160". Each quilt must have a sleeve with a 4" opening, and the sleeve must be unseen when hanging. All quilt layers must be secured with quilting or tying (no false backs). Mark appropriate quilt category on form (appliqué, mixed or pieced).

Home Décor (living room) entries

Pieces must reflect what is found in a living room, such as pillow, runner, rug, wall-hanging, etc. Label must be attached to the back of each item.

Clothing entries

Any size allowed but no heavy or winter clothing. Separate matching parts (jacket, shirt, skirt, pants) must be entered as one item. A matching accessory must be entered as its own entry in the accessory category.

Accessory entries

Accessories include hats, jewelry, handbags, purses, etc., no larger than 12" x 12" x 12", excluding handles. Jewelry and small items should be securely attached to and within a shadow box no larger than 12" x 12" x 6". Please remove glass or Plexiglas.

Forms, FAQs and Fabric Finder

Please visit the Hoffman Challenge page at hoffmanfabrics.com. If you have additional questions or would you like to request a Challenge trunk for a quilters' guild show or quilt shop event, please email challenge@hoffmanfabrics.com.