

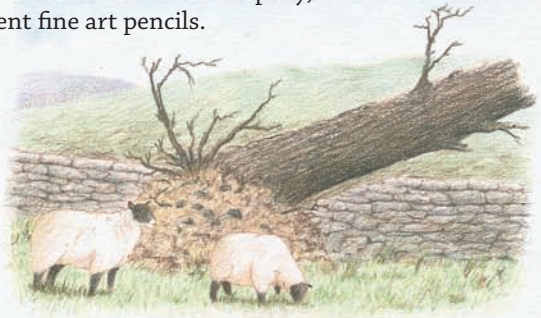
DERWENT

‘Magic Memories’ COMPETITION

An international drawing competition to celebrate the 175th anniversary of the Cumberland Pencil Company, makers of Derwent fine art pencils.



2006 - Inkntense and Coloursoft pencils launched



1500 - Graphite deposits found in the Borrowdale valley



THE QUEEN'S AWARDS
FOR ENTERPRISE
2002

Share your
‘magic memory’
with us and win
over £4,000
worth of prizes!



1832 - Our factory in Keswick opens for business



1981 - Cumberland Pencil Museum established



1938 - First 24 Derwent colours developed. Ashness bridge, Keswick, drawn using Derwent Artists pencils

In 2007, the Cumberland Pencil Company celebrates its 175th anniversary. In 1832 our factory, close to the shores of Derwentwater, in the heart of the English Lake District, became the first recorded factory in Keswick to manufacture pencils. And what a long way we've come since then, from a small, local pencil producer to an international business selling fine art materials all over the world.



It's been a very eventful journey, with many significant milestones for lovers of the pencil medium. Here are just some of the highlights of our long and distinguished history.

1500	Graphite deposits found in the Borrowdale valley. Shepherds first used the graphite lumps or 'wadd' to mark their sheep.
1600 onwards	Borrowdale graphite becomes a highly prized material, used in the manufacture of medicines and armaments. Woodcased pencils are made in local homes – a true 'cottage industry'
1832	Our factory in Keswick opens for business
1930	Lakeland children's range developed
1938	First 24 Derwent colours are developed, increasing to 72 the following year
1980	Graphic and Studio pencils launched
1981	Cumberland Pencil Museum established
1986	Drawing and Sketching pencils launched
1993	Watercolour range launched
1994	Pastel pencils in 90 colours introduced Cumberland Pencil Company wins Investors in People award
1995	Charcoal pencils launched
1996	Artists range extended to 120 colours
2000	Aquatone range launched
2001	Highly lightfast Signature range launched
2002	Cumberland Pencil Company wins a prestigious Queen's Award for Enterprise for the invention of a revolutionary new painting process
2005	Graphitint - tinted graphite pencils - introduced
2006	Inktense and Coloursoft pencils launched

To celebrate our special memories of the past 175 years, we're inviting artists from all around the world to share with us a magic memory of their own. We'd like you to draw a picture, using pencils or pastels, of an event or scene that you'll never forget.

Perhaps you've met someone famous or done something truly amazing. Or maybe it's simply a childhood memory that has stayed with you over the years – a walk through a flower-filled meadow, or seeing your new puppy for the first time. The subject doesn't really matter – it's the memory that does.



PRIZES

The overall winner of the competition will be chosen from all entries received.

There is a first prize and runner's-up prize in each of three age categories, with separate awards for UK and overseas entries.

OVERALL WINNER

- Limited Edition print of winning entry, which will also be available to purchase in the Cumberland Pencil Museum
- Two night break in Keswick for two people, including half board and accommodation
- Limited Edition Derwent Heritage Wooden Box
- One to one tuition with professional artist
- Escorted Keswick factory and museum tour
- Travelling expenses up to a maximum of £750.00 per person.



Limited Edition Derwent Heritage Wooden Box

PRIZE CATEGORIES (UK AND OVERSEAS)

Adult (18 and over), Intermediate (12 – 17), Junior (under 12)

First Prize: Limited Edition Derwent Heritage Wooden Box, worth **£500!**

Runner's-up Prize: NEW Derwent Coloursoft 72 Wooden Box, worth over **£100!**

Closing date for entries: 30 September 2007

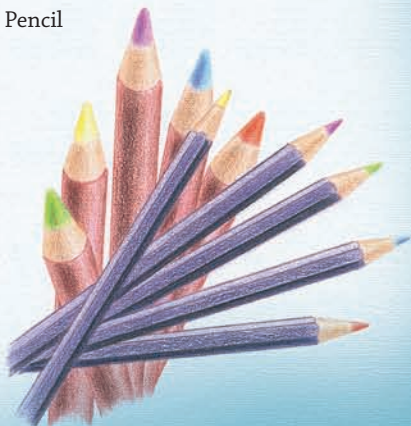


Derwent Coloursoft 72 Wooden Box

JUDGING

Final judging will take place week commencing 15 October 2007 and the winners will be announced on Saturday 10 November at the International Craft and Hobby Fair, which takes place at the NEC Birmingham from 8 – 12 November 2007.

All the winning entries will be exhibited at the Cumberland Pencil Museum in Keswick during December 2007.



ENTRY FORM (PLEASE FIX SECURELY TO THE BACK OF YOUR WORK)

Name _____

Age as at 30 September 2007 (if under 18) _____

Address _____

Country _____ Post Code _____


Daytime tel no. _____

Email address _____

Please complete the following sentence in no more than 15 words.

"My magic memory is _____

"

 Closing date for entries is 30 September 2007

Please read the following rules carefully before submitting your drawing:

1. Closing date for entries is 30 September 2007
2. All work must be executed in colour, graphite or pastel pencils
3. Maximum size for entries: A3 (297mm x 420mm).
4. Entries must be submitted unframed in a stiffened envelope or suitably packed.
5. The completed entry form must be affixed securely to the back of your work.
6. NO drawings will be returned (prize winning entries excepted)
7. Every care will be taken of entries, but the organisers cannot be held responsible for any loss or damage during transit, incoming or outgoing, while on the organiser's premises or while being judged or exhibited.
8. The prizes must be taken as stated. The two night break in Keswick covers half board accommodation for two people. Depending on the winner's place of residence, travelling expenses will be paid up to a maximum of £750.00 per person. All other expenses, including travel insurance, extra meals and day to day expenses, are not included. The one to one tuition will be on a date and location agreed between the artist and the overall winner.
9. Final judging will take place in October and the winners will be announced at a special presentation on Saturday 10 November at the 2007 International Craft and Hobby Fair in Birmingham.
10. Winners will be notified within 14 days of the judging.
11. The judges decision will be final and The Cumberland Pencil Company will not enter into any correspondence regarding this decision.
12. All entrants must be prepared to participate in promotional activities, if required.
13. Once an entry has been submitted, Derwent owns all the rights to the drawing.
14. All the prize winning entries will be returned in January 2008 after being exhibited in the Cumberland Pencil Museum during December 2007.
15. Submission of an entry constitutes acceptance of the rules.

Please send your drawing and completed entry form to:

Derwent Marketing, Cumberland Pencil Company, Southey Works, Keswick, Cumbria, CA12 5NG, England.

Enquiries: Please call Derwent Marketing on +44 (0)17687 80898 or email emma.cross@acco.com

Entry forms are available for download from www.pencils.co.uk