

2025 Melbourne Royal Show

Art, Craft & Cookery Showbag Design Brief

Overview

Melbourne Royal invites students to participate in designing the **2025 Art, Craft & Cookery Showbag** tote. This iconic collectible has been part of the Melbourne Royal Show since 2013 and embodies creativity, tradition, and innovation. For the first time, this opportunity is extended to universities across Melbourne to showcase their students' artistic talents. The winning design will be printed on 500 canvas totes and prominently displayed at the **Makers Pavilion** during the 2025 Melbourne Royal Show.

Design Requirements

Participants are required to create an original design that meets the following specifications:

- Theme:**
 - Celebrate the essence of art, craft, and cookery.
 - Reflect the vibrancy and diversity of creativity showcased at the Melbourne Royal Show.
- Target Audience:**
 - Those purchasing the Showbag will likely be mothers, young artists, retirees, and other creative enthusiasts attending the Show.
- Format:**
 - Tote bag design to fit on a **square-shaped canvas bag**.
 - Design must be suitable for a **two-colour print in two colourways**.
- Inclusions:**
 - Space for the designer's **name/signature** to be included on the bag.
 - Room for **individual numbering** (e.g., "1 of 500").

Submission Guidelines

- **Deadline:** Submissions are due by **9am (AEDT) Monday, 31 March 2025**.
- **Specifications:**
 - 25cm x 25cm print space (see designs for bag size).
 - Designs must be submitted as high-resolution digital files (PDF or PNG preferred).
 - Provide a mock up onto the bag (as per examples at the end of this document).
 - 2025 Melbourne Royal Show logo must be included. Download here: <https://icnk.io/u/awgOT4QEh7eU/>
 - Provide chosen pantone colours as per the examples below.

Original



C = 0 M = 0
Y = 0 K = 100



C = 14 M = 100
Y = 100 K = 5



C = 52 M = 64
Y = 74 K = 55



C = 16 M = 54
Y = 0 K = 0

Pantone



6 C



2035 C



476 C



514 C

- **Details to Include:**

- Full Name
- Email Address
- Contact Number
- Course of Study
- School/University Name

Please send your submissions to: artcraftcookery@melbourneroyal.com.au

Important Notes

- Designs should be visually appealing and convey a sense of excitement and creativity.
- The design should integrate seamlessly with the rustic, raw texture of canvas material.
- Keep the design simple yet impactful to ensure clarity in two-colour printing.

Prizes

- **1st Prize:** \$750 and 2x general admission tickets to the 2025 Melbourne Royal Show (winning design printed and distributed).
- **2nd Prize:** \$250 (design not used).

Selection Process

Entries will be evaluated based on:

- Creativity and originality.
- Relevance to the theme.
- Practicality for tote bag printing.

The winning design will be announced via email, and the winner will be invited to the 2025 Melbourne Royal Show for recognition.

Contact

If you have any questions or require further clarification, please email artcraftcookery@melbourneroyal.com.au.

2024 Art, Craft & Cookery Showbag Wining Design – Caitlin Crundall

THE SWEET SPOT
Choc Strawberry Colourway



THE SWEET SPOT
Black-berry Colourway



Need some inspiration to get you started? Check out previous winning designs plus some of incredible creations made by previous exhibitors!

2023 Art, Craft & Cookery Showbag Wining Design – Shenruoyu Li



2022 Art, Craft & Cookery Showbag Wining Design – Ahmi Gwak



Selection of 2024 Art, Craft & Cookery Award Winning Entries

