



Melbourne Royal®

Art, Craft & Cookery Showbag

What is the Melbourne Royal Art, Craft & Cookery Showbag?

- Collectable, high-quality, limited-edition tote bag which includes art & craft items
- Designed to promote and contemporise the Makers Pavilion at the Melbourne Royal Show
- A popular, sought-after attraction to visitors



Student Opportunity

- A rare opportunity to design a real product to market
- Put your name on a product that will be in homes across Victoria
- See your product on sale at the Melbourne Royal Show in the Art, Craft & Cookery Pavilion
- 2 x tickets to the Show to come and see your product design on sale
- 1st Prize: \$750 (Design used)
- 2nd Prize: \$250 (Design not used)



Student Brief

Create a design for the Melbourne Royal Art, Craft and Cookery Showbag.

Piece Specifications

- Two colour print
- Two colour ways
- Include logo, year & item number (/1000)
- Optional: include artist name

Measurements

- 25cm x 25cm print space (see designs for bag size)

Requirements

- High resolution, Vector file of art work
- PDF file included for viewing at Melbourne Royal ®
- Mock up onto bag (as per examples)



**N.B. Designs should be suited for printing on a canvas-coloured bag.*

Design Brief

Colour Requirements

Please provide your chosen pantone colours as per the example 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

THE SWEET SPOT

Black-berry Colourway



THE SWEET SPOT

Choc Strawberry Colourway



Winning 2024 bag – Caitlin Crundall



Previous Winning Examples

2022 – Ahmi Gwak



2023 – Shenruoyu Li





Briar Griffiths-Kemp (2019)



Amber Nuttall (2017)



Lime & Black

Lilac & Orange

Lauren Stringini (2018)



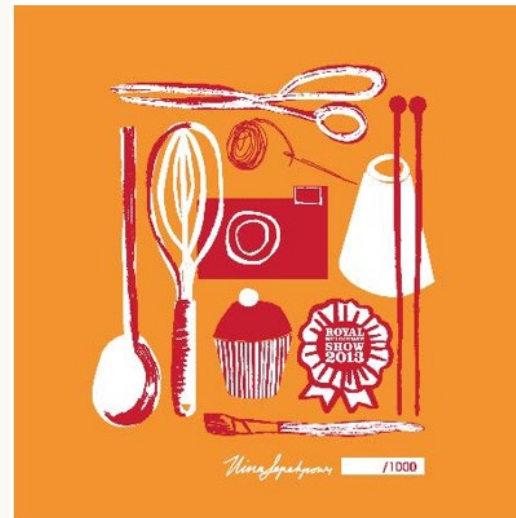
Alessia Simpson (2016)



Jessica Orgee (2015)



Sophie Murphy (2014)



Nina Sepahpour (2013)

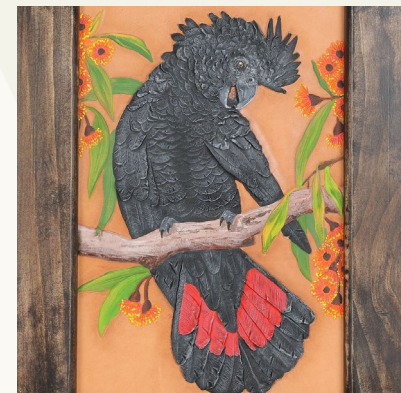
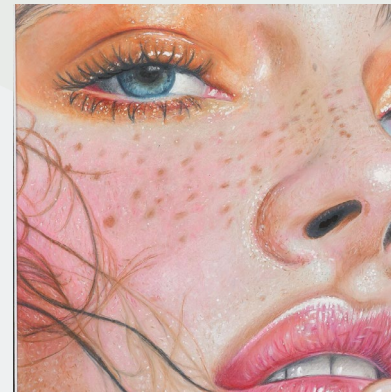
Hero Imagery

Melbourne Royal uses winning images from 2024 competition for marketing collateral



Need some inspiration to get you started? Check out some of these amazing pieces made by our talented exhibitors! Knitting, decorated cupcakes, preserves and more...





Melbourne Royal Show logo



2025 Melbourne Royal Show Logo available here: <https://icnk.io/u/awgOT4QEh7eU/>



How to Submit

Design proposal submissions should include the Students:

- Name
- Email
- Contact Number
- Course of Study
- School of Study

Students, or Teachers on their behalf, should may send their submissions to:

artcraftcooking@melbourneroyal.com.au

Submission deadline: 9:00am (AEDT), Monday, 31 March 2025.