

## REDESIGNING ALICE: ETSY AND THE BRITISH LIBRARY

Designer-makers on Etsy create products inspired by 150 years of Lewis Carroll's well-loved manuscript.



Etsy

In partnership  
with



### Redesigning Alice: Competition Brief

#### The competition brief

The strapline for the British Library Shop ("Shop") is *"Quirky books and gifts for the curious and literary-minded, inspired by the British Library's treasures and exhibitions."*

We're looking for designer-makers to look at the Alice's Adventures in Wonderland manuscript at <http://www.bl.uk/works/alices-adventures-in-wonderland> (the "Manuscript") with fresh eyes and create new products in response.

#### Who can enter?

The Competition is open to UK based designer-makers with an active Etsy Shop with stock available to buy. You must submit your entry and agree to the terms and conditions at <http://www.bl.uk/projects/redesigning-alice> using the online form available at [\[etsy.me/redesigningalice\]](http://etsy.me/redesigningalice) by **0900 BST on Wednesday 29 April 2015**.

If you wish to become a new seller, you can open an Etsy shop with 20 free listings at [\[http://etsy.me/1lu9CJo\]](http://etsy.me/1lu9CJo) using code REDESIGNINGALICE

#### The Prize

Entrants could win the following prize:

- Your product stocked in the Shop onsite and/or online during the Shop's Alice campaign, commencing 1 September 2015.
- Marketing and press from the British Library and Etsy, including web and social media
- A programme of professional development support in the lead up to the product launch in the Shop from Etsy and the British Library's Business & IP Centre.

#### Things to consider before you apply:

- You must be over 18 to enter the competition.
- NB. There is no predefined size or value to the commitment to stock in our Shop. This is subject to the nature of the product(s), value and rate of sale.
- The winner(s) will be expected to enter into a six-month contract with the British Library based on sale or return of the product(s), and ensure that the product(s) is/are ready by 1 September 2015.

#### Support for entrants

Running alongside the competition we will offer:

- Business advice for the designer/makers.
- Key contacts at the British Library and Etsy for questions.
- Dedicated web and blog pages for the competition on both British Library and Etsy sites.
- Winning product/s featured on Etsy UK blog and British Library website.

### **Submission details**

See application form for full details – available to download at [\[etsy.me/redesigningalice\]](https://www.etsy.com/uk/new-guidelines)

### **Products must:**

- Be inspired by the Manuscript.
- Respect any intellectual property rights in other Alice - inspired initiatives e.g. films. Guidance on wording can be provided to entrants if required by the British Library Business & IP Centre.
- Not use the British Library or Etsy logo or any related literature
- Not be an existing Alice-inspired product that is already available in the Shop
- comply with Etsy's guidelines and manufacturing policies (see <https://www.etsy.com/uk/new-guidelines>).

### **Timeline**

- A shortlist of entries will be decided between **Wednesday 29 April and Wednesday 6 May 2015**. We are not able to contact shortlisted entrants
- The winner(s) will be contacted personally by email by **Wednesday 13 May 2015**.
- The results of the Competition will be announced to the public on **Monday 18 May 2015** via the British Library and Etsy websites and social media.

### **Judging process:**

Short listing will be conducted by representatives from Etsy, the British Library and an independent panel member.

The short list will be assessed by the full selection panel, made up of:

- Sarah Hewett (International Community Programmes Specialist at Etsy UK)
- Frances Taylor (Marketing Manager at the British Library)
- Duncan Sanders (Retail Buying and Merchandising Manager at the British Library)
- Emma Mawston (Head of Design Interiors at Liberty)
- Michelle Mason (Designer/ maker)

### **The criteria for assessment will be:**

- Innovation of design
- Quality of product(s)
- Interpretation of the Manuscript
- Ability to demonstrate commercial viability of the product(s), and to scale production in order to meet production and supply deadlines (see the table above)
- Legal factors i.e. the product(s) does/do not appear to infringe the intellectual property rights or any other rights of any third party.

### **Contact:**

Frances Taylor (Marketing Manager), British Library, 96 Euston Road, London NW1 2DB, tel. 020 7412 7130, email: [frances.taylor@bl.uk](mailto:frances.taylor@bl.uk)

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