



MEDIA RELEASE

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Agricultural Couture at Bendigo Visitor Centre

Lorraine Trewick from the Elmore Field Days Ag Art committee will provide an inspiring insight into the annual Ag Art Competition this Saturday 26 March at 11am in the Living Art Space at the Bendigo Visitor Centre. The Ag Art Competition is hosted annually as part of the Elmore Field Days, each October.

The current exhibition in the Living Art Space features the winning garments from the Ag Art Competition in previous years. The stunning wearable garments on display include dresses and accessories (hat, handbag, earrings and footwear), all of which have been created from materials and items of an agricultural nature found on a farm.

This is a unique opportunity to hear from Lorraine, who will inspire budding fashion enthusiasts and people who appreciate creative craft. Lorraine will talk about the magnificent garments on display, what inspired the artists and how to become involved.

The “Ag Art Wear” ® Competition is open to everyone. In previous years there have been three sections, Avant Garde, Designer and Under 21. This is the 11th year that the Ag Art Competition has been held at the Elmore Field Days and for the first time “Hats” will be added as a competitive category.

One of the most important of the conditions of entry is that “the garment must allow free body movement and not injure, scratch or be of a hindrance to the model wearing the garment.” It must be of a weight that can be comfortably worn and carried. It is also important that the creation be durable enough to be worn at least six times during the length of the field days and that commercial dress fabric, hats, shoes etc is allowed but judges will deduct points for the use of non-agricultural materials.

There are valuable prizes for the winner in all sections and the winners automatically go into the Australian National Final also held at the Elmore Field Days in October. The National Winners win a flight and accommodation to compete in the New Zealand Competition held in June each year.

The Ag Art Competition winners will be featured in the Living Arts Space at the Bendigo Visitor Centre until the end of April. The Bendigo Visitor Centre is located in the Historic Post Office Building, 51-67 Pall Mall, and is open from 9-5 daily except for Christmas Day.

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