

DESIGNER RUGS.

evolve

DESIGN COMPETITION

2025





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Marking its highly anticipated 5th Edition and the first event since 2019.

This prestigious rug design competition invites architects,  
interior designers and decorators to unleash their creativity and  
explore the theme:

“The Power of Colour.”

The competition celebrates the artistry and innovation of rug design,  
highlighting the emotional and transformative impact of colour in interiors.

Participants will have the unique opportunity to design a bespoke rug,  
collaborate with an acclaimed brand and compete for exceptional prizes.  
Whether you're an established professional or emerging talent, this is your  
chance to showcase your skills and leave your mark on the world of design.

# Who Can Enter?

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The competition is open to professional Australian architects, interior designers and decorator / stylist who are permanent residents of Australia.

## Categories:

- Under 30's Category (turning 30 in 2025)
- Over 30's Category (as of January 1, 2026)



# Why Enter?

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Participating in the Evolve Design Competition 2025 offers an incredible opportunity to gain recognition, showcase your talent and win exceptional prizes that celebrate your creativity and design expertise. Evolve is open to designers of all levels and backgrounds, giving you the chance to compete against some of the best in the industry.

## Category Winners:

- Under 30 Winner
- Over 30 Winner

## Grand Prize:

- \$2,000 AUD cash
- Return flights and accommodation for the prestigious “3daysofdesign” 2026 event in Copenhagen
- Winning design featured in the Evolve Collection 2026 by Designer Rugs

## Category Highly Commended:

- 2 Highly Commended per category
- Each receive \$1,000 AUD cash
- Highly Commended designs featured in the Evolve Collection 2026 by Designer Rugs

# How To Participate

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## Submission Requirements:

Participants may submit up to three unique rug designs that reflect the theme “The Power of Colour” and are suitable for residential or commercial spaces.

Designs must incorporate the following criteria:

## Design Dimensions

- Rectangular: 200 x 300 cm
- Circular: 250 cm diameter

## Materials and Construction

- Rugs will be hand tufted with New Zealand wool
- Shiny Nylon detailing can be included
- Use of cut pile, loop pile, and carving is allowed

## Colour Limitations

- Designs may include a maximum of 8 colours

## Technical Guidelines

- Line thickness: Minimum 1 cm (scale 1:20 = 0.5 mm)
- Shape dimensions: Minimum 4 cm diameter (scale 1:20 = 2 mm)

## Concept Statement

- Entrants must supply a concept statement explaining the inspiration, story or design rationale behind their submission.
- The concept statement should be clear, concise and no longer than 300 words.
- This statement will accompany the design during the judging process to provide context and insight into the creative vision.





## Submission Process

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All designs should be submitted in PDF format using the following naming convention:

<Entrant's Name>\_<Design Title>.pdf

- Submit up to 3 PDFs per entry, each max 3MB.

- Upload designs via the official competition portal at [designerrugs.com.au/evolve25](https://designerrugs.com.au/evolve25)

- All submissions must adhere to the specifications provided.

Note: Designs may be created digitally (Illustrator, Photoshop, etc.) or hand rendered.

## Key Dates

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- Entries Open: September 1, 2025
- Entries Close: October 13, 2025
- Finalists Announced: February 2026
- Winners Announced: March 2026 at a ceremony in Sydney
- Late submissions will not be accepted.

# Judging Panel

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Brenton Smith  
Director  
Bates Smart



Sophia Leopardi  
Director  
Williams Burton Leopardi



Jacob Olsen  
Associate  
DKO Architecture



Tamara Rozo  
Design Studio Leader  
Geyer Valmont



Lia Pielli  
Senior Designer  
Designer Rugs



## Judging Criteria

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The judging process comprises three phases conducted anonymously.

Designs will be evaluated based on:

### Creativity and Innovation (40%)

- Originality and uniqueness of the design.

### Use of Colour (30%)

- Effective and meaningful use of colour to reflect the theme.

### Concept and Storytelling (10%)

- The narrative and relevance of the design to the theme.

### Commercial Viability (20%)

- Practicality and marketability for production and sale, demonstrating an understanding of handmade rug construction.

## Judging Process

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### Initial Screening:

Verification of eligibility and adherence to guidelines.

- Preliminary Evaluation: Submissions scored by a panel including industry experts and Designer Rugs representatives.
- Finalist Shortlisting: Top designs may require additional details or refinements.

The judging decision is final, and feedback may be shared with entrants.

# DESIGNER RUGS.

Enquiries: [marketing@designerrugs.com.au](mailto:marketing@designerrugs.com.au)

Register/Submit: [designerrugs.com.au/evolve25](https://designerrugs.com.au/evolve25)

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