



## REDBUBBLE AND STATE LIBRARY VICTORIA PARTNER TO CREATE ART HISTORY

**Melbourne, Australia; 1 December 2017:** Redbubble Limited (ASX: RBL), the leading global marketplace for independent artists, has unveiled the winning artworks from its #createarthistory partnership with State Library Victoria.

Redbubble partnered with State Library Victoria in the unique art initiative to open the Library's vast digital collection to more people, and encourage them to explore it. Artists worldwide were challenged to design original new works inspired by historic images in three themes from the Library's collection - botanicals, weird and wonderful creatures and magic. The #createarthistory international design competition received nearly 2,000 entries from around the world. Melbourne hobby artist [Natasha Sim](#) was unveiled as the winner of the competition.

Redbubble CEO Martin Hosking said he was delighted with the success of the collaboration with the State Library.

"This has been Redbubble's most successful competition, providing another means for independent artists to reach new audiences. The creativity and diversity of artworks produced was extraordinary. We're thrilled that so many artists were inspired by this challenge and now have their designs available across the product range on Redbubble including art prints, tote bags and notebooks."

State Library Victoria CEO Kate Torney said thousands of artists were inspired to remix and re-imagine historic images dating back from 1493.

"The Library's collection of over 5 million items belongs to the public and we're delighted to make high resolution images available to encourage more people to explore and enjoy it. The wonderful winning artworks will be permanently added to the Library's State Collection to inspire future generations."

Melbourne's Natasha Sim was awarded first prize for ['Explore'](#), her illustration of a young explorer striding through a map of fantastical creatures - a tribute to childhood library visits with her father. Greece-based artist Frank Moth and Canberra's Paul Summerfield won second and third place respectively for their botanical-inspired works ['Victoria'](#) and ['Fantastic Botanical'](#).

The winning artworks will be displayed at State Library Victoria, along with historic collection items that inspired the works, until 31<sup>st</sup> January 2018. Merchandise featuring the unique designs will also be available through Redbubble's online store and Readings State Library.

To celebrate the unveiling, State Library Victoria held a free, live 'art party' on its forecourt, and attendees joined Redbubble resident artists, James Ormiston and Nicholas Miller to create their own fantastical beasts and original artworks inspired by the Library's collection.

The winning artworks and Redbubble products can be viewed at:

<https://blog.redbubble.com/2017/11/createarthistory-winners-finalists/>

**For further information, please contact:**

Eric Morse – SVP, Content Partnerships and General Manager, Global Licensing

[eric.morse@redbubble.com](mailto:eric.morse@redbubble.com)

**About Redbubble**

Founded in 2006, Redbubble is a global online marketplace (redbubble.com) powered by over 600,000 independent artists. Redbubble's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags, wall art and so on. Through the Redbubble marketplace independent artists are able to profit from their creativity and reach a new universe of adoring fans. For customers, it's the ultimate in self-expression. A simple but meaningful way to show the world who they are and what they care about.