

# Launch of fourth annual Makhulu Polane design competition

The annual Makhulu Polane t-shirt design competition is open for entries from Thursday, 16 July 2009. This local initiative was started by Big Blue in 2006 in a quest to discover and support fresh home-grown talent.



[click to enlarge](#)

Each year entries are received from graphic designers, fashionistas, daydreamers, students, illustrators and frustrated corporate workers who dream of design fame and winning the Makhulu Polane title.

This year's design theme is *Love-Africa* - [Big Blue](#) is not looking for the usual clichéd boerewors-afro-braai spiel, but it wants designs that creatively celebrate Africa as a continent. Entries are open to anyone who feels they have an original t-shirt design that fits the design theme; the winning designer receives R20 000 in cash and their t-shirt will be sold in all Big Blue and Kitsch+Kool stores nationwide for two months.

The name *Makhulu Polane* was created using two local languages and *very* loosely translates as *Big Idea*. It has become an SA brand in its own right and a highly anticipated event on the annual design calendar. Makhulu Polane is a marketing concept that reaches both online and offline audiences and translates into real sales. View some of the top 2008 *Funny-Galore* designs here [www.bigblue.co.za/makhulu\\_results/2008/results\\_08.html](http://www.bigblue.co.za/makhulu_results/2008/results_08.html)

Designs do not need to be digitally created - they do, however, need to be submitted via the Big Blue website [www.bigblue.co.za](http://www.bigblue.co.za) hand-drawn illustrations can be scanned and uploaded.

The award winning Makhulu Polane campaign is an annual event that encourages and celebrates South African design. Show us your Makhulu Polane and we'll make you famous!

Entries close on 15 September 2009.

For more, visit: <https://www.bizcommunity.com>