



# What's New at ACCO Brands?

## Lancashire Artist Named Winner in Cumberland Pencil Company Packaging Redesign Contest

March 1, 2010

When the Cumberland Pencil Company wanted to include a package redesign for its 2010 Artists Pencils re-launch, it decided to set up a design competition that was open to anyone using its colored pencils.

Out of more than 30 entries, the Cumberland Pencil Company, also called Derwent, is pleased to name Malcolm Cudmore as the winner of their Artists Pencils Contest.

Cudmore's winning entry stood out for its arresting interpretation of Ashness Bridge. "The most popular view of the bridge is from above and looking downstream towards Derwent Water," explained Cudmore, an artist from Lancashire, England. "However, I am quite keen on high horizons in landscapes and thought that the view upstream from below the bridge looked more dramatic."

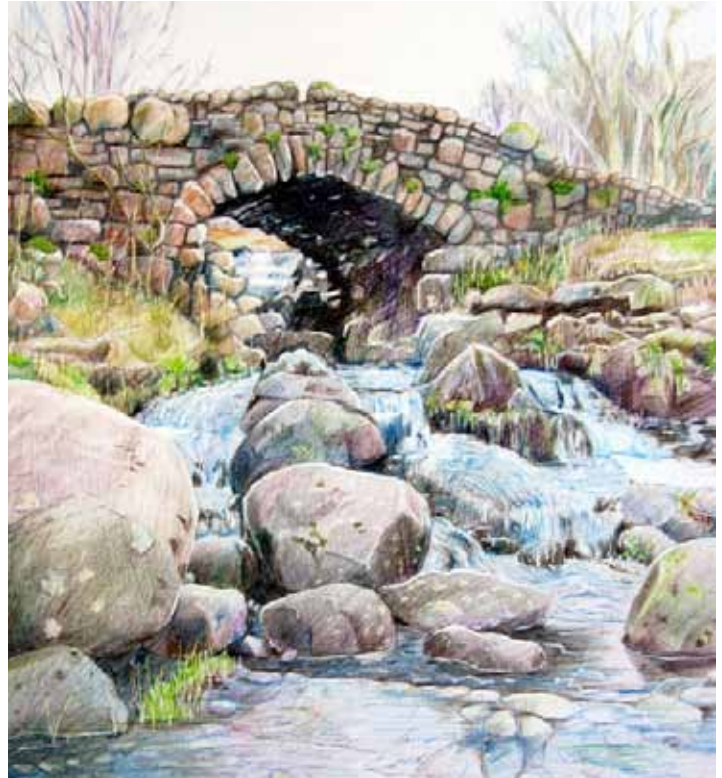
The winning designs were chosen after a company-wide vote. Tiffany Budd, a London artist, took second place and American artist Leslie Hawes placed third.

The competition began before Christmas and closed on January 31st because of tight deadlines. The designs must incorporate the Ashness Bridge, an iconic image that has appeared on Artists Pencils tins since the pencils were launched in 1938. The competition was advertised on social media networks on the Internet.

"The decision to make the competition accessible through Internet groups was a great idea," said Cudmore, who discovered the contest on Facebook and Twitter.

Third-place winner Leslie Hawes hails from Tucson, Arizona, and said found out about the contest on her Flickr account. Flickr, a photo-sharing site, also provided the images that she used for her design.

Second-place winner Tiffany Budd is no stranger



Malcolm Cudmore's winning design will be featured on the packaging of the entire Artists Pencils range in June 2010.

to using Derwent products—or to winning competitions. Her drawing of St. Paul's Cathedral is featured on Derwent's new Pastels tin box.

"I am extremely chuffed and surprised I came second in the contest," said Budd, who didn't think she would even place in the top ten for this competition. "There were a lot of wonderful and talented artists' pictures I was up against."

Cudmore said he was absolutely delighted to have won. "I'm humbled to have a small part in the heritage of such an iconic product as Derwent Artists Pencils."

Cudmore's winning design will be featured on the packaging of the entire Artists range. The Artists Pencils re-launch is set for June 2010. ○