

A Melbourne-based designer has created the winning design for Kevin Rudd's official 2013 t-shirt, after entering a contest hosted by Australian design crowdsourcing site DesignCrowd. Mr Rudd recently announced that the winner of this official 2013 election t-shirt design contest is Australian DesignCrowd designer, Shane Marchewka, who designs on DesignCrowd under the pseudonym Studio 71. Marchewka submitted six designs and the winning t-shirt design selected by Mr Rudd features the slogan, "It's Our Ruddy Future". Mr Rudd said, "Shane is a great guy who is putting in the effort to start his own small business. He had a range of great ideas and really embraced the spirit of the competition. I wish Shane and Studio71 all the best for taking his business to the next step. I was overwhelmed by the quantity and quality of entries, so thanks a million to DesignCrowd and Australia's talented design community." DesignCrowd.com.au is an online marketplace that helps businesses outsource or 'crowdsource' design projects to a global designer community of over 95,000 designers. The site ran a \$1,000 t-shirt design contest in October to help Mr Rudd crowdsource more t-shirt design ideas. The DesignCrowd contest received 405 designs from 118 Australian and international designers. Marchewka discovered the contest on the DesignCrowd site, which he checks daily for design briefs. "I registered with DesignCrowd earlier in the year as a way to boost my exposure as a freelance designer. I am stoked enough to say I have a former Prime Minister as a client, however, the \$1,000 prize money is like a cherry on top of a very sweet cake!" he said. Marchewka's winning design can be viewed

here: <http://www.designcrowd.com.au/design/1150042/tshirt-design-by-studio71> DesignCrowd Chief Operating Officer, Chris McNamara, suggests that we can expect to see crowdsourcing used more often by prominent companies and individuals like Mr Rudd. "Big brands are becoming aware of the power of crowdsourcing to tap creativity from around the world. This year we've crowdsourced t-shirt designs for Virgin and Dexter (Showtime) in the US and now Kevin Rudd. We can't wait to see what 2013 has in store," McNamara said. The success of the \$1,000 Kevin Rudd t-shirt design contest follows a year of big brand crowdsourcing contests including a \$10,000 logo design contest for TimesSquare.com. Other recent milestones include DesignCrowd's expansion into Asia in October, launching local versions of its design crowdsourcing services in Singapore, the Philippines and India.

Contacts

Chris McNamara
+61402945323
mailto: chris.mcnamara@designcrowd.com