

Scribbler Challenge!



Now, irreverent greetings card chain Scribbler is launching a competition to find Edinburgh's defining image – and put it on a card.

The cheeky card and gift retailer want a new card that speaks about Edinburgh to sell in their recently opened Princes Street store.

The competition will not just help discover what people really think of their capital city – it will offer a budding or amateur photographer or artist the fabulous chance to have their design chosen as the winning entry that is put into production.

The image which best sums up Edinburgh in 2010 – in the wittiest or most stylish way – will be transformed into a special edition greetings card and go on sale in store and online at www.scribbler.co.uk.

John Procter, Scribbler owner and founder, said: “We want to find out what image Edinburgh people think defines their city and then create a greetings card that we can sell in our newest shop.

“One of our best-selling cards in our English stores features the changing of the guard at Buckingham Palace, where the poor guardsman has fallen flat on his face. It is a powerful image because it's immediately recognisable, but extremely funny at the same time.

“It is clear that there is more to Scots than the tartan-clad haggis-munching stereotype – though many do seem to enjoy their national dish deep fried on a Saturday night.

“In particular we'd like to tap into the famous Scottish sense

of humour. In the case of Edinburgh, this may be the perfect opportunity to have a dig at the city's notorious Trams problems."

All entries – either submitted in pen, paint, photograph or scribble – are welcome.

The winner could be a master photographer, an amateur snapper, or perhaps a budding painter on their way to becoming the next Vetriciano.

John added: "The winning entry will be turned into a card and given pride of place in Scribbler's Edinburgh store.

"It is an excellent chance for a would-be photographer, artist or designer to get their work seen by a large audience, or simply for a proud Scot to have their say on their city today.

"The only rule with this competition is that anything goes. We can't exactly ban swearing because some of our most popular cards use rather colourful language anyway."

Jemma Holford, manager for Scribbler Edinburgh, said: "There's a lot going on in Edinburgh that's just begging to be put down on a card. People in the capital have been stirred up by the trams and the city centre traffic congestion – and there are plenty of sights to behold during the Edinburgh festival.

"We want people to think about what makes them giggle and make it into a card."

The competition will be open until May 31 2010, and entries can be posted or handed into the Edinburgh store at 80a Princes Street or posted on the Scribbler Facebook page ; or using Twitter hash tag: #ScribEdiComp

More information can be found on the Scribbler blog online.

COME ON EDINBURGH REPORTER READERS! YOU COULD DO THIS!