

TheCoffee ArtProject

COMPETITION FACT - SHEET

THE COFFEE ART PROJECT NEW YORK 2016

Dear Artist,

Thank you for your interest in The Coffee Art Project New York 2016. Your participation is important to us. This project provides a great opportunity for talented artists such as yourself to gain high profile exposure and showcase your work to a vast new audience while raising valuable funds to support Project Waterfall.

OUR MODEL

The Coffee Art Project is a non-profit initiative funded by the generosity of our supporters and talented artists. We aim to provide a platform for artists while raising valuable funds for Project Waterfall, delivering clean water and sanitation projects in coffee growing communities.

All submitted artworks will be collected and assessed, and the top 30 – 40 artworks will be selected for an exhibition at The New York Coffee Festival 2016.

In addition, 8 pieces from the selected artworks will be displayed and auctioned at the World Coffee Portal CEO Forum.

Selected Artworks

The Coffee Art Project aims to sell the selected artworks via auctions, private sales and the Coffee Art Project Shop Online. Funds from the sale of each artwork will provide:

- 50% of funds to Project Waterfall
- 25% of funds to the artist
- 25% to cover administrative costs and expenses (prizes, storage, transport of artworks etc.)

This agreement will last for a period of 5 years, and if the artwork is not sold during this time it will be returned to the artist.

Unselected Artworks

Artwork which is not selected for exhibition will be:

- Mailed back to the artist at his or her cost
- Collected from our New York offices on or before October 14, 2016

You will be able to make this selection on your declaration form when you submit your work.

Any artwork that is not collected on or before October 14, 2016 will be donated to a local charity.

A. What needs to be submitted?

Before submitting your artwork, please make sure you fill out the **registration form** on The Coffee Art Project website.

- 1)** A piece of original artwork in physical form (as appropriate) that represents a creative, unique and personal connection to the concept of 'coffee' or 'coffee shop experience'
- 2)** A 50-100 word description of the artwork and the idea that connects this artwork to 'coffee' or 'coffee shop experience' (this must be written in the description form which will be sent to you once you fill out the registration form online)
- 3)** Completion of a declaration as evidence of authenticity and agreement of our model (this will be sent to you along with the description form when you register online)

SPECIFICATION

The Artwork needs to be a unique piece, not a reproduction of others. Prints need to be a limited edition of 15, not more. All the artworks submitted need to be signed by the artists as evidence of uniqueness and authenticity and not reproduction. We will not be accepting copies or unauthentic pieces.

We encourage you to be as free as possible in the expression of your artwork.

The work submitted can be any form of art, including painting, drawings, photography, film, design, sculpture, conceptual art, etc., providing that it has a justifiable conceptual link to coffee or coffee shop experience.

Installation pieces are also accepted however, if you are planning on submitting a large installation piece, please contact The Coffee Art Project team so we can determine if it would be possible to exhibit the piece should it be chosen for the New York Coffee Festival.

To give yourself the best chance of winning and gaining maximum exposure we suggest that artwork should be framed or mounted where possible to ensure best presentation.

We also accept work on behalf of teams or individuals.

B. Key deadlines

August 5, 2016: Deadline for registration at 23:00 EST

September 2, 2016: Final Deadline for submission of artwork at 16:00 EST

September 15, 2016: Auction of artworks at the World Coffee Portal CEO Forum

September 16-18, 2016: Exhibition of the top 30 - 40 artworks at the New York Coffee Festival, 69th Regiment Armory, Lexington Avenue

September 18, 2016: Winners announced at The New York Coffee Festival 15:00 EST

October 14, 2016: Deadline for collecting unselected artworks

C. Where to send your artwork

Please send or deliver your artwork to:

MAGGIE CADDEN/JOHN IMHOFF

Programme Co-ordinators
The Coffee Art Project NYC
C/O Dara Records
Knickerbocker Plaza
Suite 202
1751 2nd Ave
New York NY 10128
1-800-714-3272

Hours for artists to drop off their artwork are between **10:00 am and 1:00 pm** Monday to Friday. But, you must **call in advance**.

Please remember all artwork must be delivered to this address (unless otherwise instructed) by **16:00 on September 2, 2016**.

D. Where will your artwork be displayed?

The Coffee Art Project will deliver excellent exposure for participating artists.

From the selected 30-40 artworks, 8 pieces will go on display at the World Coffee Portal CEO Forum, September 15, 2016, where they will be auctioned off. These pieces will also be displayed at the New York Coffee Festival before being given to their respective buyers.

The selected 30 - 40 artworks will then be exhibited at The New York Coffee Festival, September 16-18, 2016 at 69th Regiment Armory, Lexington Avenue.

After the event, all selected artworks will be displayed on the Coffee Art Project Website in the "Collection" section and The Coffee Art Project Shop Online. This will also include a profile of each artist and a description of the work you have submitted.

E. Judging Panel

We will be shortly finalising the judging panel and judges will be announced on website: www.coffeartproject.com

The judging panel will be made up of experts from the world of art and coffee.

Judging criteria will focus evenly on 4 key factors: creativity, impact, relevance to topic and spirit of humanity. The Judges' decisions are final.

F. Prizes

Winning artwork: Cash prize of \$1,500

Two other shortlisted runners-up: \$500

The New York Coffee Festival Visitors Award: \$250

All contestants will also be notified by email and winners posted on our website.

G. How will your artwork help deliver clean water to people who need it?

All selected artwork produced for this competition will be sold or auctioned off and 50% of the proceeds will directly support Project Waterfall, bringing life changing clean water to coffee growing communities across the world.

H. Who do I contact if I have any further questions?

Please feel free to contact us to discuss the project.

Laura Newby

Programme Curator
The Allegra Group
Walkden House
10 Melton Street,
London, NW1 2EB, UK
+44(0)20 7691 8814
lnewby@allegra.co.uk