

TheCoffee ArtProject

COMPETITION FACT - SHEET

THE COFFEE ART PROJECT NEW YORK CITY - 2018

Dear Artist,

Thank you for registering to take part in The Coffee Art Project New York City 2018. Your submission 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 evaluated by our panel of judges, and the top 30 – 40 artworks will be selected for an exhibition at **The New York Coffee Festival**.

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.)

Selected artists can choose to donate their artwork to the cause, and in that case 50% of proceeds will support Project Waterfall and 50% will go towards covering administrative costs and expenses.

Connections to the Los Angeles Coffee Festival

To celebrate the opening of the first ever Los Angeles Coffee Festival, a select number of artworks that are a part of the exhibition will be safely transported to Los Angeles to be displayed at the festival between 9-11 November.

The number of artworks that will be taken to Los Angeles is currently to be confirmed depending on the artworks that are submitted.

All artworks transported to Los Angeles will be brought back to New York City, pending sale of artwork, after the festival has ended, and artists will be able to pick up any unsold work at a later date.

All artists will be informed if their work is to be taken to LA.

Unselected Artworks

Artwork which is not selected for an exhibition be collected from the NYC office by the artists on or before **30 November 2018**. Artists may arrange the return by post, but all postage costs are to be covered by the artist. If the artworks are not collected or return requested by this date, they will be donated to local cause.

A. What needs to be submitted?

- 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 completed description form including a 50-100 word description of the artwork and the idea that connects this artwork to 'coffee' or 'coffee shop experience' (a link to download the description form has been sent to you in your registration e-mail)
- 3) Completion of a declaration form (at the end of this document) as evidence of authenticity and agreement of our model.

All forms are to be sent electronically back to the Coffee Art Project team for consideration.

SPECIFICATION

The artwork needs to be a unique piece, not a reproduction of others. Any submitted prints should be from a limited run of 15 or less*. 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.

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

31 August 2018: Deadline for registration at 23:00 EST

28 September 2018: Final Deadline for submission of artwork at 13:00 EST

1-5 October 2018: Selection process for top 20-40 artworks

12-14 October 2018: Exhibition of the top 30 - 40 artworks at the New York Coffee Festival

14 October 2018: Winners announced at The New York Coffee Festival

30 November 2018: Deadline for collecting unselected artworks

*Artists do not need to submit all 15 or less prints for consideration. This stipulation is to limit the number of the print submitted on the market, so that in the event of purchase the submission is unique to the buyer.

C. Where to send your artwork

Please send or deliver your artwork to:

Maggie Cadden/The Coffee Art Project NYC
C/O Dara Records
Knickerbocker Plaza
Suite 202
1751 2nd Ave
New York NY 10128

Maggie is available to contact on 212-628-8251

Hours for artists to drop off their artwork are between **10am and 1pm** Monday to Friday.

Please contact Maggie in advance to arrange a time to drop off your artwork.

Please remember all artwork must be delivered to this address (unless otherwise instructed) by **28 September 2018**. All artwork submitted after this time will not be eligible for the competition (At the discretion of the co-ordinators)

D. Where will your artwork be displayed?

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

The top 30 - 40 artworks will be exhibited at **The New York Coffee Festival at the Metropolitan Pavilion** (125 West 18th Street, New York, NY 10011).

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

E. The Los Angeles Coffee Festival Exhibition

The Los Angeles Coffee Festival will take place 9-11 November **at Magic Box @ The Reef** (1933 S. Broadway, Los Angeles, CA 90007).

All work will be securely transported by the Allegra Events team, and transported back to New York by December 2018. Any unsold work can arrange to be collected or returned upon confirmation that the work is back in New York.

At this time, The Coffee Art Project cannot confirm how many works from the New York exhibition will be displayed in Los Angeles.

F. Judging Panel

We will be shortly finalising the judging panel and judges will be announced on the 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.

G. Prizes

Winning artwork: Cash prize of \$1,500

Two other shortlisted runners-up: \$500

Visitor's Award: \$250

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

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

We expect that a great deal of artwork from this competition will be highly sought after by the thousands of coffee loving attendees at The New York Coffee Festival. In order to raise as much money as possible for the cause, all selected artwork produced for this competition will be for sale, and 50% of the proceeds will directly support Project Waterfall, bringing life changing clean water to coffee growing communities across the world.

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

Please feel free to contact a member of the team to discuss the project

The Allegra Group
Serendipity House
106 Arlington Road,
London, NW1 7HP, UK
+44(0)20 7691 8800
info@coffeartproject.co.uk

Declaration to be completed by artist (50% donation + 25% administration costs + 25% Artist Reimbursement)

I hereby consent to the terms of the competition as described above and I agree that if my work is selected it will be sold with 25% of the funds going to support Project Waterfall. I agree to give 50% of the sale to administration costs and that I will receive 25%.

I agree that if my work is unselected, I will collect the artwork from The Coffee Art Project offices in New York on or before **30 November 2018**, or I will cover the cost for the artwork to be transported to me. If I do not collect my artwork or cover the transportation costs by this deadline, my artwork will be disposed of.

I recognise that, should my artwork be selected for The New York Coffee Festival exhibition, my artwork may be also selected to be displayed at The Los Angeles Coffee Festival between 9-11 November 2018, and that if my work is not sold at either festival, I will collect my artwork or arrange for my artwork to be returned to me.

If unselected, I would like my artwork to be:

- Collected by me or a nominated party on or before
- Returned to me at my own cost, arranged on or before
- Donated to a local cause

Name/s:

Signed:

X

Date: