

# TheCoffee ArtProject

## COMPETITION FACTSHEET: LONDON 2019

**Thank you for taking interest or registering to take part in The Coffee Art Project: London 2019. Your submission is very important to us!**

**The Coffee Art 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, whilst raising awareness and funds for Project Waterfall, a charity delivering clean water and sanitation projects in coffee growing communities.**

### **OVERVIEW AND OUR MODEL**

The Coffee Art Project is an international high-profile art competition aimed at showcasing the talents of emerging and established artists, with work linked to the theme of coffee.

As a non-profit initiative, The Coffee Art Project is funded by the generosity of our supporters and talented artists.

### **THE COMPETITION**

You are invited to produce and submit a piece of original artwork that represents a creative, unique and personal connection to the theme of 'coffee' or 'coffee culture'. We accept work from individuals or on behalf of teams.

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, and conceptual art, *etc.*, providing that it has a justifiable conceptual link to 'coffee' or 'coffee culture'.

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

All submissions will be evaluated by a panel of judges with the top 30 – 40 artworks selected for exhibition at **The London Coffee Festival**, taking place 28 – 31 March 2019.

## **Prizes**

<b>Winning artwork</b>	£1,000
<b>Two shortlisted runners-up</b>	£250 each
<b>London Coffee Festival Visitor's Award</b>	£250

All exhibited artists will be notified by email and winners posted on our website and social pages.

## **OUR MODEL**

The Coffee Art Project aims to sell all exhibited artworks via private sales, auctions, and the Coffee Art Project online shop. By taking part in the competition you agree that:

- **50%** of the sale price goes to Project Waterfall, helping increase access to clean drinking water and sanitation for coffee growing communities
- you receive **25%** of the sale price; and
- **25%** covers competition administrative costs.

Shortlisted artists can choose to donate their artwork to the Project Waterfall instead, thereby giving 75% of the sale price to Project Waterfall with the remaining 25% covering competition administrative costs.

## **ENTRY AND DEADLINES**

To enter the competition you must submit all of the following items:

- 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 culture'.  
**DEADLINE:** We must have received your artwork at our London office (address on the next page) by **Wednesday 20 March 2019**

- 2)** A completed description form, including a word description of the artwork and the idea that connects your artwork to 'coffee' or 'coffee culture'. A link to download the description form will be sent to you in a registration confirmation email.  
**DEADLINE:** We must have received your completed description form at [info@coffeeartproject.com](mailto:info@coffeeartproject.com) by **Friday 13 March 2019**

- 3)** A completed and signed declaration (at the end of this document) as evidence of authenticity and agreement to our model.  
**DEADLINE:** We must have received your completed and signed declaration at [info@coffeeartproject.com](mailto:info@coffeeartproject.com) by **Friday 13 March 2019**

## ENTRY SPECIFICATIONS

The artwork submitted **must be**:

- a unique piece, not a reproduction of others.
- signed by the artist(s) as evidence of uniqueness and authenticity and not reproduction.
- from a limited run of 15 or less\*.

We will not accept copies or unauthentic pieces.

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

## KEY DEADLINES & DATES

<b>13 March 2019</b>	Deadline for registration at 23:00 GMT Deadline to receive completed and signed (where relevant) description form and declaration.
<b>20 March 2019</b>	Deadline for artwork receipt at 17:00 (GMT)
<b>TBC March 2019</b>	Artwork shortlist announcement
<b>28-31 March 2019</b>	Artwork exhibition (shortlisted 30-40 pieces) at The London Coffee Festival, Old Truman Brewery
<b>31 March 2019</b>	Competition results announced at 3.00pm, live at The London Coffee Festival
<b>3 May 2019</b>	Deadline for collecting unselected artworks

## WHERE TO SEND YOUR ARTWORK

C/O The Coffee Art Project Team  
Allegra Foundation Limited  
Serendipity House  
106 Arlington Road  
London NW1 7HP

We are available to contact on +44 (0) 20 7691 8800.

Hours for artists to either drop off or have their artwork delivered are between 9am to 5pm, Monday to Friday. Please contact us in advance to arrange a time to drop off your artwork, or to let us know when to expect a delivery.

Please remember all artwork must be delivered to the above address (unless otherwise instructed) by 15 March 2019. All artwork submitted after this time will not be eligible for the competition.

## **THE EXHIBITION**

The shortlisted artwork will be displayed at The London Coffee Festival, at The Old Truman Brewery. For more information on the festival and how to get there visit [londoncoffeefestival.com](http://londoncoffeefestival.com).

## **UNSELECTED ARTWORKS**

We ask that all unselected artwork is either collected from our offices or posted back to you by **3 May 2019**. If you wish for your artwork to be sent back to you, you will need to cover the cost. Any artwork that is not collected or returned by 3 May 2019 will have to be donated to a local cause.

## **THE LINK TO WATER**

The Coffee Art Project is a non-profit initiative that supports Project Waterfall, a charity initiative established by The Allegra Foundation to bring clean, safe drinking water, sanitation and education to coffee growing communities.

Since 2011 the initiative has raised over £1 million and bought clean drinking water to over 37,000 people across 7 countries.

The Coffee Art Project is funded by donations, sponsorship and art sales. With each artwork sold 50% is donated to Project Waterfall, 25% given to the artist and the remaining 25% covering administration costs.

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**The Coffee Art Project team is excited to welcome artists of all levels, from across the world, to submit their work for consideration.**

**We look forward to viewing some heavily caffeinated pieces soon!**

**Good luck!**

*Last updated: 14-Jan-2019*

# TheCoffee ArtProject

SERIAL NUMBER: [ID]-2019-LON

ARTIST NAME: [Insert]

## DECLARATION

**The Coffee Art Project declaration is to be completed and signed by the artist.**

I hereby consent to the terms of the competition, as described in the competition factsheet, and I agree that if my work is selected for exhibition it will be sold with **50% of the sale price donated to Project Waterfall, 25% given to The Coffee Art Project to cover administration costs** and that **I, the artist, will receive 25%.**

I agree that if my work is unselected, I will collect the artwork from The Coffee Art Project offices in London on or before **3 May 2019**, or I will cover the cost for the artwork to be transported back to me. If I do not collect my artwork or cover the transportation costs by this deadline, my artwork will be donated to a local cause.

If unselected, I would like my artwork to be (please tick):

- ☐ Collected by me or a nominated party on or before **3 May 2019**
- ☐ Returned to me at my own cost before **3 May 2019**
- ☐ Donated to a local cause

Name/s:

Signed: \_\_\_\_\_

Date:

Please complete and sign this declaration and return it to The Coffee Art Project team by 13 March 2019.