

TheCoffee ArtProject

LONDON 2020/21

TERMS AND CONDITIONS

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 charity Project Waterfall, working to end the water crisis in coffee growing communities across the world.

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

In line with COVID safety, initial submission will now be digital only. You will need to submit 1-2 high-resolution images of your artwork. The submissions will be evaluated by a panel of judges with the top 30-40 artworks selected for exhibition at **The London Coffee Festival**, due to take place on 23-26 September 2021, subject to the Coronavirus situation. As such only the 30-40 pieces of artwork will need to be sent in.

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

PRIZES

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| Winning artwork | £1,000 |
| Two shortlisted runners-up | £500 each |
| London Coffee Festival Visitor's Award | £250 |

OUR MODEL

The Coffee Art Project aims to sell all exhibited artworks via private sales, auctions, or online sales. 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.

*Artists may choose to donate their artwork to Project Waterfall instead, thereby giving 75% of the sale price to the charity with the remaining 25% covering competition administrative costs.