

# The Coffee Art Project

## **LONDON 2021: TERMS AND CONDITIONS**

**Thank you for taking interest or registering to take part in The Coffee Art Project: London 2021. 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.**

## 1. OVERVIEW

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.

## 2. 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 15-18 April 2021.

### 3. PRIZES

<b>Winning artwork</b>	£1,500
<b>Two shortlisted runners-up</b>	£500 each
<b>Visitor's Award</b>	£250

All exhibited artists will be notified by email and winners details will be posted on our website [www.coffeartproject.com](http://www.coffeartproject.com) and social channels:

Instagram: [@coffeeartproject](https://www.instagram.com/coffeeartproject)

Facebook: [@CoffeeArtPro](https://www.facebook.com/CoffeeArtPro)

Twitter: [@CoffeeArtPro](https://twitter.com/CoffeeArtPro)

### 4. 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.

Once artists have been shortlisted, they can choose to donate their artwork to Project Waterfall instead, thereby giving 75% of the sale price to Project Waterfall with the remaining 25% covering competition administrative costs. If you would like to select this option, please complete the relevant section in the declaration, refer to page 7.

## 5. ENTRY AND SUBMISSION REQUIREMENTS

To enter the competition, you must submit ALL the following items:

- a) **DESCRIPTION FORM:** 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 your registration confirmation email.  
**DEADLINE:** We must have received your completed description form at [info@coffeartproject.com](mailto:info@coffeartproject.com) by **Friday, March 12, 2021**.
- b) **DECLARATION FORM:** A completed and signed declaration (at the end of this document) as evidence of authenticity and agreement to our model.  
**DEADLINE:** We must receive your completed and signed declaration at [info@coffeartproject.com](mailto:info@coffeartproject.com) by **Friday, March 12, 2021**.
- c) **ARTWORK:** 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 receive your artwork at our London location (address on the next page) by **Friday, April 2, 2021**.

**ARTWORK ENTRY SPECIFICATIONS:** The artwork submitted **must be:**

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

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.

## 5. KEY DEADLINES & DATES

<b>Friday, March 5, 2021.</b>	Deadline for registration at 23:00 (EST)
<b>Friday, March 12, 2021.</b>	Deadline to receive completed and signed (where relevant) description form and declaration.
<b>Friday, April 2, 2021</b>	Deadline for artwork submission at 17:00 (EST)
<b>TBC 2021</b>	Artwork shortlist announcement
<b>Thur-Sun April 15-18, 2021</b>	Artwork exhibition (shortlisted 30-40 pieces) at The New York Coffee Festival, Metropolitan Pavilion.
<b>Sunday, April 18, 2021</b>	Competition results announced at 3.00pm, live at The New York Coffee Festival
<b>Friday, April 30, 2021</b>	Deadline for collecting unselected artworks

## 6. WHERE AND HOW TO DELIVER YOUR ARTWORK

### 6.1. LARGE PACKAGES

If your artwork requires packaging bigger than standard envelopes/ could be considered 'small enough' to be delivered by mail, it **MUST** be delivered to this address and clearly marked for the attention of Helen Rolt.

Helen Rolt  
Allegra Group Ltd  
106 Arlington Road  
London  
NW1 7HP

Anything that could be considered as mail sent to this address will be returned to you.

### 6.2. SMALL PACKAGES

If your artwork piece is small enough to fit into a standard envelope (for example a drawn or painted artwork on a sheet of paper, etc.) You **MUST** send it to the following address:

Helen Rolt  
Allegra Group Ltd  
106 Arlington Road  
London  
NW1 7HP

### 6.3. HAND DELIVERED ARTWORK

Artists also have the option to hand deliver their artwork. Hand delivered artwork will be received during weekdays between **10 AM – 5 PM.**

**You will have to contact Helen Rolt in advance to arrange a time to drop off your artwork and receive directions.**

Helen Rolt is available to contact on [hrolt@allegra.co.uk](mailto:hrolt@allegra.co.uk).

Please remember all artwork must be delivered to the above address locations (unless otherwise instructed) by **2<sup>nd</sup> April 2021**. All artwork submitted after this time will not be eligible for the competition (at the discretion of the co-ordinators).

### 6.3 SHIPPING FROM OUTSIDE OF THE UK

If artwork is being sent from outside of the UK – you will need to declare it as 'artwork' and within the description you need to stipulate that the item being shipped is for a **charity cause**, you may also reference the Allegra Foundation **charity number: 1133540**.

If the correct shipping costs have not been paid for including custom charges, etc we will not be able to accept your piece for the competition.

## 7. THE EXHIBITION

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

### 7.1. SELECTED ATWORK

All selected artwork that is not purchased during The London Coffee Festival will retained by The Coffee Art Project until the festival is over. After the London Coffee Festival, The Coffee Art Project may return the artwork to the artist, at the artist's cost, or they can choose to donate to a local cause.

Selected artwork may be retained in order to showcase it at other opportunities and also to try to sell the artwork in other occasions.

### 7.2. UNSELECTED ARTWORKS

We ask that all unselected artwork is either collected from our offices or posted back to you by **April 30, 2021**. If you wish for your artwork to be sent back to you, you will need to cover this cost. Any artwork that is not collected or returned by April 30, 2021 will be donated to a local cause.

## 8. 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 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!**

# TheCoffee ArtProject

SERIAL NUMBER: [ID]-2021-LDN

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 location in New York City on, or before, **April 30, 2021**, 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 **April 30, 2021**.
- Returned to me at my own cost before **April 30, 2021**.
- Donated to The Coffee Art Project

Name/s:

Signed:

X

Date:

Please complete and sign this declaration and return it to The Coffee Art Project team by 12 March 2021.