



CALLOUT INFORMATION FOR ARTISTS

*This callout to artists is by invitation only to select artists to participate in the Phatshoane Henney **New Breed Art Blocks** initiative.*

Introduction

New Breed Art Blocks is an exciting initiative flowing from the New Breed Art Competition, and aims to provide further opportunity to new breed artists to gain national exposure and earn additional income through their art.

The initiative also aims to make art more accessible by making it easier to buy and collect original quality art. A consistent format and standard cost structure should help incentivise the buying and collecting of original art and also supporting our local artists. The form of the art block works as a standalone piece or as an opportunity to grow a collection of art blocks. There is also investment value for the purchaser as each art block is original and authentic art.

Lastly, but of equal importance, is the financial support that the initiative will provide to the New Breed Art Competition, in turn further empowering our artists and allowing other art projects and initiatives to be developed under the umbrella of the main competition.

Buy New Breed Art Blocks online

All New Breed Art Blocks will be **for sale online** at www.newbreedart.co.za, allowing the public to purchase art blocks directly from the store and have it shipped to them. The online store will be made active following the launch of the New Breed Art Blocks initiative at the Free State Arts *vrynge festival* in July 2019 and the online collection will be **restocked** on a continual basis through regular artist callouts.

Free State Arts *vrynge festival* 2019

The official launch of the New Breed Art Blocks initiative will be at the Free State Arts ***vrynge festival*** held from 1-7 July 2019 on the UFS Campus in Bloemfontein. The launch will take the form of a **mass exhibition** of over 150 art blocks forming part of the *vrynge festival*, which will run in parallel with an exhibition by the Free State Arts Collective in the two main exhibition spaces at the Scaena Theatre, which forms part of the main festival area. The mass exhibition will attract considerable attention from the public and provide a wonderful launch opportunity for the initiative as well as exposure for all artists participating in the exhibition.

A chosen number of artists will also be involved in producing art blocks at the exhibition as part of an **immersive art experience** where the public can form part of the creative process of the artists. All art blocks exhibited will be for sale, and will be shipped to buyers following the exhibition.

How to Participate

Only artists that have received a **personal invitation** to form part of the New Breed Art Blocks initiative can participate. If you did not receive an invite, but wish to participate in future, please ensure that you enter the New Breed Art Competition in order to be considered for participation in this exciting project. Find all the information you need at www.newbreedart.co.za.

Step 1

Please **confirm your willingness to participate** in the New Breed Art Block exhibition at the Free State Arts *vrynge festival* by no later than **31 May 2019**. Please don't delay, as we have limited space and will work on a first come basis.

Please confirm your participation to our Art Block Coordinator, **Petra Schutte** via email at artblocks@phinc.co.za or contact her telephonically at 082 497 7115.

Step 2

Once you have confirmed, collect **two or three blank art blocks** (at no cost) from Phatshoane Henney Attorneys at 17 Third Avenue, Westdene, Bloemfontein, between 08:00 and 17:00 on weekdays. You must collect your blocks by **30 April 2019** at the latest. You may only use the blocks provided by us for submission. **NO OTHER BLOCK FORMAT WILL BE ACCEPTED.**

Each blank wooden art block is **200 x 200 x 37mm** in dimension.

Step 3

Use the provided blank art block to create an **original artwork on the block**. Submit your completed art blocks together with a brief supporting description of your work on the forms we will provide to you when you collect your blank art blocks.

Your completed art blocks that meet our **submission requirements** (see below) must be submitted by no later than **14 June 2019** (you can submit as soon as your art blocks are ready, but no later than 14 June). You can submit your completed art blocks at any time on weekdays from **08:00 – 17:00 at our offices at Phatshoane Henney Attorneys, 17 Third Avenue, Westdene, Bloemfontein.**

Step 4

After your art blocks have been submitted they will be **evaluated** by our curators for selection to form part of the exhibition and/or be included on our online store. Should your art blocks, or some of them, not be selected for the exhibition or for placement on the online store, you will be contacted to collect your art block.

Should your art block be **selected** for the exhibition and/or the online store, the terms and conditions listed below will apply, which terms and conditions you are deemed to have accepted should you respond to this callout and confirm your participation.

Submission Requirements

You must create your art on the **flat surface** of the art block to ensure that all art blocks can be displayed facing forward. Art works in all media will be accepted, including paintings, drawing, photography, digital and graphic art.

All art works must be neatly finished taking into account the medium and surface of the art block. Please take this into account when deciding on the art blocks you wish to make and undertake the correct and necessary preparation for your art works to be neat and professional.

It is important that each art block must be **your own work** and must be original, authentic and of good quality and technique. Submitted works must be dry and fully completed and finished.

Three-dimensional artworks may be produced, but may **not protrude more than 1cm** from the flat surface of the block. No protrusion from the outer edges of the block is allowed.

Works must be **signed** at the back of the art block.

Each art block submitted must be accompanied by a **printed document** indicating:

- (1) The artist's name and surname
- (2) The artist's cellphone number and e-mail address
- (3) The title of the work
- (4) The medium(s) that was used

Participating artists must also provide a high-resolution **profile image** of themselves in JPEG format (at least 300dpi) for marketing and promotional purposes. This can be emailed to us or provided on CD/DVD or USB Flash drive.

Participating artists must also provide a document which contains their **full bank details** for payment of remuneration upon the sale of an art block (see below for more information on remuneration).

Evaluation process

Only art blocks that meet our submission requirements and are quality, original art will be considered by our curators. Artists having submitted art blocks for selection will be notified by **28 June 2019** at the latest of their inclusion in the exhibition.

Remuneration

Blank wooden art blocks are provided free of charge to participating artists. Art blocks will be sold for **R2,200.00 + VAT**.

Upon the sale of an art block, the sale price of R2,200.00 will be divided as follows:

- R1,000.00 paid to the contributing artist.

- R1,000.00 will go to the New Breed Art Competition Fund for investment in art projects.
- R200.00 will be used to fund the cost of the block, packaging and shipping to the purchaser.

No remuneration will be paid to any artist **until their art block has been sold and payment received by us**. Once sold, the artist will be notified without delay of the sale of their art block and payment arrangements will be made.

All costs for materials used to create your art block are for **your account and responsibility**.

PHATSHOANE HENNEY ATTORNEYS ONLY UNDERTAKES TO PROVIDE YOU WITH A BLANK ART BLOCK AND WILL IN NO WAY BE LIABLE FOR ANY COSTS OR MATERIALS USED BY THE ARTIST TO PRODUCE THE ART BLOCK. PHATSHOANE HENNEY ATTORNEYS ALSO MAKES NO REPRESENTATION AND PROVIDES NO GUARANTEE THAT YOUR ART BLOCK WILL BE SOLD.

Terms and conditions

All art blocks must be your original creation and may not infringe on the intellectual property rights (such as copyright) of any other person. Where a work contains elements which are subject to the intellectual property rights of another, written permission must be obtained prior to submission of the work. Where a work contains identifiable images of a person, written consent of that person or their parent or guardian where the person is a minor, must be obtained prior to submission of the work. The artist remains solely responsible and liable to obtain all necessary consents and permissions for the submission of a work and Phatshoane Henney Attorneys shall not be liable for any infringement of intellectual property or any violation of privacy or consent.

All art blocks must be for sale by Phatshoane Henney Attorneys from receipt of the submitted art block and approval by our curators. Once submitted and accepted by Phatshoane Henney Attorneys, the art block cannot be withdrawn by the artist and becomes the property of Phatshoane Henney Attorneys, who may sell the art block, subject to the obligation to pay the artist, or who may, in its sole discretion return to the art block to the artist without any obligation of further remuneration of the artist.

By accepting this invitation and submitting an art block, the artist grants Phatshoane Henney Attorneys an exclusive royalty free licence in perpetuity to make reproductions of the works in any manner or form for use for marketing, promotional, advertorial, educational and academic purposes, including for purposes of exhibiting the art blocks for sale.

Although all art blocks will be handled with care and reasonable safety measures and precautions to protect works against loss or damage to works will be taken, Phatshoane Henney Attorneys accept no responsibility for loss or damage to any art blocks submitted and artists submit the art blocks at their sole risk, responsibility and cost. Art blocks submitted will not be insured although artists can arrange for insurance of art blocks themselves and at their cost.

Where any art block is capable of being reproduced in editions (eg. photography, digital etc.), the artist must agree the number of editions of that art block with Phatshoane Henney Attorneys, and the artists agrees to only provide editions of that work to Phatshoane Henney Attorneys for use as part of the art block initiative.

Contact information

Should you have any queries, you are welcome to contact Petra Schutte, our New Breed Art Blocks Coordinator at:

Email: artblocks@phinc.co.za

Cell: 082 497 7115