

# Inspired by... gallery



**Calling all artists – contact us NOW!**

**“Cleveland Way in Miniature”**

**Go home with a great piece of art**

**An Exhibition of Affordable and Portable Art**

**Inspired by... gallery, The Moors National Park Centre, Danby**

***Saturday 11 May - Sunday 9 June 2019***

Are you an emerging or established artist? Are you just getting back into practice? Help us to reach out to those visitors who haven't bought from us before.

## **What is “Cleveland Way in Miniature”?**

Intimate, immediate, a work of art in miniature inspired by the Cleveland Way National Trail at 50, the artist's postcard recognised as a form of contemporary art in its own right.

Born out of the desire to offer our Inspired by... gallery visitors access to high quality *original artwork*, this exhibition celebrates the joy of postcard sized imagery showing to a wide ranging and discerning audience.

**Why? At the Inspired by... gallery we believe art matters.**

**“We're all part of something bigger and we're all part of it together”**

In this exhibition mystery and fun is added when *all our artists work is displayed anonymously*. The *artist's name is revealed to the buyer after the purchase*.

## **Who can submit work to “Cleveland Way in Miniature”?**

This exhibition is open to all local and regional artistic talent over 16 years of age.

We believe that such is the inventiveness and creativity of our artists... our buyers will never look at a postcard the same way again!

If you are an emerging or established artist or even if you are just getting back into practice, this is an opportunity for you to have fun creating small affordable pieces on a specific theme thus contributing to the wider goal of making original art something everyone can enjoy.

### **What kind of artwork can be submitted? What medium should I use?**

Submissions must be your own original artwork. Postcard art can be any medium, including drawings, paintings, printmaking and mixed media.

### **How many postcards can I submit?**

You can submit up to **SIX** postcard sized pieces.

### **What size postcard should I submit?**

Postcard size artwork up to **4"x 6" (15cm x 10cm) only. No other size will be accepted.**

### **Subject matter**

All submissions should be inspired by or have relevance to the Cleveland Way National Trail in celebrating 50 years of this hugely popular walk.

### **What information do I need to put on the BACK of my postcard?**

1. Your **signature** (only on the back, **NOT** the front)
2. Your **full name** in print
3. The **title** of your piece
4. **Your unique reference code.** This is **your** initials and number of artwork (e.g. Pablo Picasso would be PP1, PP2, PP3, PP4, PP5, PP6)

### **Do my postcards need to be framed?**

**No.** All postcards will be displayed unframed.

### **How much will my artwork be sold for?**

Each postcard will be sold for **£25.**

The artist's name will not be revealed to the buyer until the piece has been sold.

### **How much commission will I pay?**

Reduced commission terms of 30% will apply for this exhibition only.

### **Why do I pay commission?**

As a publically funded organisation we do not charge exhibitors for basic services to organise an exhibition, including website entries, press releases, insurance, credit card facilities, staff time, advice and support. There are additional costs for marketing services, preview and event management, volunteers, advice to artists and unusual installations hence commission is charged on every piece of work sold.

The commission also enables us to continue to offer a high quality service, which includes producing marketing materials such as the annual exhibition brochure, posters, flyers and preview invitations.

### **How can I submit my artwork to “Cleveland Way in Miniature” and when is the deadline?**

Contact us **NOW!** We will send you an artist application form. **See below for contact details.**

All artwork complete with application forms must be submitted by **Wednesday 1 May 2019.**

### **Contact details**

**Email:** [inspiredbygallery@northyorkmoors.org.uk](mailto:inspiredbygallery@northyorkmoors.org.uk)

**Facebook:** inspiredbygallerydanby

**Call:** 01439 772700

**Post:** Sally Ann Smith  
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