

# Newsletter

Issue 3 August 2010

## EAC Art Awards 2010-11

I guess everyone has those times when things just don't go according to plan. Well, it's been happening to us too, and the result is that the eagerly awaited EAC Over 60s Art Awards 2010 have just become the EAC Over 60s Art Awards 2010 - 2011.

### Why?

It all started with a discussion in May, about how we might develop the Art Awards; about how we might do things differently in order to improve them and also make them attractive to a wider range of people.

We considered:

**Entry Fees**—could we reduce them, at the same time weighing up the likelihood that sponsorship is likely to be very difficult to come by this year?

**Website Development** – last year, 28% of entries came in online, and during the voting for The EAC People's Choice Award, over 100,000 web pages were viewed from 50 countries. How

could we encourage more artists to participate in the competition online?

**EAC Creative Awards?** Why does EAC restrict itself to 'Art Awards'? Why not broaden out to celebrate creativity *across* the Arts?

**Exhibition Venue** – transport links make a London exhibition the most convenient for the greatest number, but ought we to be looking at moving the exhibition out of London, both for considerations of cost, as well as of inclusivity?

But it's the exhibition venue that has caused the rethink and the delay. Over the last 3 months we have looked at, contacted, and/or visited what must be approaching 100 venues up and down the country. We've approached community spaces, town halls, public and private galleries, National Trust venues, hotels, temporary exhibition spaces in vacant shops, cathedrals, corporate head-offices....in London, Birmingham, Bath, Leeds etc etc.... you name it, we've tried it! But frustratingly, and surprisingly, to us at least, to no avail. Reluctantly, we have admitted defeat in the quest to find the perfect venue, at reasonable rates, in time for a December 2010 exhibition, which had been our preferred option.

But not defeat overall, as we are committed to making the 2010 Art Awards happen...even if they have to overlap into 2011! We are therefore continuing our search for a venue over the next few weeks, and with a longer lead-in time to a Spring Exhibition, we are confident that the perfect place will materialise. This is where you might also be able to help.



'Lazy Days' by Joan Booker (finalist 2005)



OVER 60s

# Art Awards



EAC has a loyal following of thousands of artists who might just know the very place to hold the 17<sup>th</sup> EAC Art Awards Exhibition. If so, we would be delighted to hear from you. (As many of you will know, we need a gallery space for up to 150 exhibits, with good access and reasonable transport links. We have a gallery spec with further details, if you would kindly take the time to contact us.)

### So what will happen now?

Whilst we have been on the quest for that elusive venue, we have also been updating our website. Rather than delay any further, we have made the [www.eacartawards.org.uk](http://www.eacartawards.org.uk) website live from 29<sup>th</sup> July 2010. This carries all up-to-date info and news, and is also set up to accept online and postal entries immediately, should any intrepid and extremely keen artists feel so inclined. Hard copy publicity and entry forms will follow later, once venue and dates are clarified.

Meanwhile, making the most of the opportunity of the rescheduled Art Awards 2010, why not enter our first.....

## EAC Photographic Award

EAC invites amateur photographers over the age of 60 to submit two photographs representing any of the following themes:

- Home sweet home
- Happiness
- Peace, perfect peace
- Age

There is no entry fee, and the deadline for entries is **31st October 2010**. Cash prizes of £100 will be awarded to the winner in each category, and a number of runners-up will also be selected. EAC intends to use a selection of the images submitted both on its websites, and in its 2011 Housing Awards Report and associated literature. All entrants whose work is selected for publication will be presented with complimentary copies. EAC particularly welcomes entries which depict older people in a positive light, and additionally welcomes entries from residents of sheltered and extra-care housing.

Just send your photographic entries as prints or up to A4 size photocopy by post, accompanied by the completed entry form included with this newsletter. Use the 'Title and Description of Work' boxes to include a sentence or two describing each of your photos, and why you took them.



Janet Sorenson-Happiness is Ageless (finalist 2009)

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