



Springwood High School Art Show 2010

Moshers's Business Support Environment and Ecology Prizes

The Moshers's Business Support Environment and Ecology Prizes have been designed to encourage thought, creativity and development in the area of recycling and reuse on a practical and/or commercial basis.

There are two prizes, valued at \$150 each – the Environment and Ecology **Art** Prize and the Environment and Ecology **Commercial** Prize. The **Art** Prize is a purely artistic prize, for the artwork considered to be the most pleasing using recycled and reused items. The **Commercial** Prize is for an artwork using recycled and reused items with the potential to be marketed on a commercial basis.

The prizes will go to the entries in each category considered to be the best across the following aspects:

1. aesthetically pleasing (Consideration must be given to the look of the finished article)
2. reuse of previously used materials (While some new materials may be included in the article, it should be comprised primarily—80% or more—of previously used or discarded materials)
3. 'accessibility' (If the entry is purely a work of art, such as a 'junkyard sculpture', the article needs to portray some meaning that is readily identified by the viewer—it should not be an obscure work of art understood only by the artist).

The **Commercial** prize will **also** take into account:

4. practicality/commercial viability (It is all well and good designing a dress using old plastic bags, but will someone really wear it? The finished item must have some form of acceptable commercial appeal, such as the 'green' bags many of us now use for our grocery shopping)



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5. production and pricing (Can the article be mass-produced using environmentally acceptable practices and then be priced acceptably, or will the finished product allow pricing to cover the production costs if mass production is not an option? The second instance would cover creation of something that might be considered a luxury item or a special or unique item).

Artists who are already selling art that falls under the above categories will be excluded from the Environment and Ecology Prizes **unless** they exhibit a new creation which recycles and reuses a different type of material to that which they normally use, or a different type of creation to that which they normally sell. The purpose behind the Environment and Ecology Prizes is to develop creativity and new ideas, not reward existing ones.

All artists entering the Environment and Ecology Prizes will need to answer the following questions:

1. Which category is your article being submitted for? ie The Art Prize or the Commercial Prize?
2. What materials were used in the creation of this article? You will need to demonstrate that reused, recycled and discarded items comprise more than 80% of the article.
3. For entrants to
 - a) the **Art** Prize, what is the meaning of your work, or what was the inspiration for your work?
 - b) the **Commercial** Prize, what is the use for your finished article, what or who do you see as the market for your finished article and why would they buy it?
4. For entrants to the **Commercial** Prize:
 - a) how could your article be produced? Can it be mass-produced, individually or in small lots?
 - b) How would your article be priced, how do you justify the pricing and has any market research been done to suggest that you will be able to achieve the price?

Please download the Ecology and Environment Entry Form from the Springwood Art Show website at <http://www.springwoodartshow.org.au>