



# My heART

## *GAMIAN-Europe Art Contest*

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April 15<sup>th</sup>, [World Art Day](#), marks the launch date of GAMIAN-Europe's first European-wide art contest. The contest is part of a larger project designed to raise awareness of mental health through visual art.

This project is developed in collaboration with experts by experience close to the art world and representatives of two member associations of GAMIAN-Europe: [Taiteen Sulattamo](#), [Kukunori](#) and [Awakenings Foundation](#) whose activities aim at promoting good mental health through various forms of art.

This project aims to:

- ✚ Raise awareness of mental ill health through creativity and non-verbal communication, with a view to help initiate dialogue with people affected by mental health conditions and bring them closer to the general public
- ✚ Amplify the voice of people with a lived experience of mental ill health through art, giving visibility to their works and making them accessible to a wider, transnational and European audience
- ✚ Create greater collaboration with the member associations of GAMIAN-Europe through the direct involvement of the patients they represent

## **Methodology**

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### ✚ **Contest**

The contest will be officially launched on 15 April and will be open for a period of 4 months. The contest is aimed at those with a lived experience of mental ill health and belong to a member association of GAMIAN-Europe.

Participants will be asked to submit from one to three visual art pieces accompanied by a short biography and a description of the art piece. Three winners will be selected at the end of the contest.

## **Virtual Art Exhibition**

At the end of the contest a virtual art exhibition will be displayed on our website. **All submitted artworks** will be displayed and accompanied by the authors' biographies and the description of the artworks.

## **Social Media Campaign**

The social media campaign will be launched in parallel with the virtual art exhibition. The campaign will be carried out on several social media platforms: Instagram, Facebook and Twitter. The artworks and descriptions collected will be published on our social media channels, as well as on our member associations' and participants' profiles. The campaign will be essential in giving visibility to the participants' work, initiating the dialogue around mental ill health and fighting against stigma and misinformation.

## **“Meet the Artist” Webinar**

In order to further engage contest participants, they will be asked to take part in an online webinar. The webinar will serve as a platform to discuss their art pieces and the link between art and mental health. The webinar will be open to member associations, stakeholders as well as the general public.

## **Timeline\***

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-  **15 April:** Contest Launch
-  **15 August:** Contest closing date
-  **7 September:** First jury meeting
-  **14 September:** Second jury meeting & winners announcement
-  **3 October:** “Meet the Artist” Webinar

\* As the associations involved, participants and jury members are based in different countries across Europe, all meetings will be held online.

## Contest

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The aim of the art contest is to amplify the voice of people with a lived experience of mental ill health through visual art. Through their artwork we want them to tell us about themselves and what art means to them. We want to discover the artist in them and create a space of encounter with the general public.

### Who can participate?

- The Art contest is open to **people with a lived experience of mental ill health** who belong to a **GAMIAN-Europe member association**

### Application criteria

- **Only visual art** is accepted
- The visual art piece must fall into the following 4 categories: **drawing, painting, photography, digital art**
- Artists can upload from **one to three** visual art pieces
- The visual art piece will be created by the artist in response to the contest
- The visual art piece may have been created in the past
- All submissions must be made through the [online form](#)
- Artists must include a **short biography** (to not exceed 250 words) and a **description** of the art piece (to not exceed 400 words). The biography and description must be submitted in **English**. Participants are invited to send their biography and description also in their **mother tongue**.
- The first 50 entries that meet these guidelines will be displayed in our virtual art exhibition

### How to take a good picture of your artwork piece?

- To avoid any pixelation or blurriness, your exhibition's image should be a high quality **.jpg or .png file** measuring minimum **1920px x 1000px** up to a maximum file size of **2MB**.
- When photographing your artwork, make sure to take your photo front on, not on an upward, sideways or downward angle.
- Ensure you have **good lighting** when you photograph the artwork. You need to accurately reflect the colours in the artwork, so try not to make it too shadowy and dark or over exposed and bright.
- Ensure your image fully shows **all the artwork**, don't use an up close detail or cropped image which misses out a side or section of the piece.
- If your artwork is framed we do not recommend showing this in your images so that you are accurately reflecting how your artwork looks.

## **Jury members & winners selection**

### **Kati Outinen**

*Actress, Artist, Professor*

Actress, artist, professor of acting in Theatre Academy Helsinki and artistic director of Kajaani Poem festival, a board member of Taiteen Sulattamo ry.

Besides a strong domestic reputation gained through varied roles in theater and television, she is recognized from director Aki Kaurismäki's films internationally.

### **Eszter Láng**

*Fine Artist*

Representative of lyric abstraction and informal painting and graphics, also photography, installation and performance.

Major recognitions: Debrecen Culture Foundation Fellowship 2016; Zemplén Summer Exhibition III. fee, Sárospatak, 2016; Award of excellence at the International Artists' Colony of Hajdúböszörmény, 2016, 2018; Artist Career Recognition at Minister of Culture, 2018; Award of the X. Contemporary Christian Iconography Biennial, Kecskemét, 2020.

### **Barbara Lemmens**

*Psychotherapist & Artist*

Barbara Lemmens is a trained psychotherapist and artist, working in the UK.

She has also completed several trainings in painting and digital drawing and has a strong interest in the link between artistic expression and mental health.

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The jury will be in charge of selecting the three winners of the art contest.

The selection criteria will be defined by the jury members and the members of the Steering Committee.

The election of the winners will take place in two rounds.

As each participant will be entitled to submit between 1 and 3 artworks, during the first round jury members will be asked to select one artwork per participant.

During the second round, the members of the jury will be asked to announce the three winners of the art contest.

The first round will take place on **7 September**, the second on **14 September**. Both jury meetings will be held online.

## Prizes

We will offer 3 prizes for the 3 selected best pieces.

The prize will be a **weekend city trip!**

- Trip worth 1000 euros (for 1 or 2 people) - we will cover travel, accommodation and art museum ticket entries.
- Cities: Madrid, Florence, Amsterdam.

The winners will be given a choice between the three cities mentioned. If the winner prefers a city within their own country, we may consider this option.