

Small is beautiful

The journey to sustainability is about learning to slow down. To stop and smell the roses. As a culture waking up to the need to be regenerative and self sufficient our first hurdle is to pare back our lifestyles and learn to appreciate the little things.

We are looking for artwork that embodies this simplicity for our new exhibition - **Small is beautiful**. From the tiniest butterfly to the smallest bee, this curated exhibition of mini prints will be celebration of the little details of the everyday.

“Great things can be done by a series of small things brought together.”

- *Vincent Van Gogh*

“Sometimes the smallest things take up the most room in our hearts”

- *Winnie the Pooh*

East End Prints is a small business dedicated to supporting emerging artists onto print through small print runs, which minimise waste. From your small submissions, we will put together a small exhibition which will feature the work of the best emerging talent in print design.

Requirements for entry:

- Artists can submit up to 6 designs / A4/A5 size / full colour.
- Submit your designs by 26th July to lauren@eastendprints.co.uk for a chance to feature in an exhibition at East End Prints shop in Brick Lane.
- **Graduates** will need to submit a portfolio of 6 designs for a chance to secure a publishing deal with East End Prints, which could lead to your work being picked up by our trade partners such as Habitat, Made.com and Urban Outfitters.
- Your work will then be judged by a panel of industry experts from East End Prints
- The competition will culminate in an exhibition at East End Prints shop in early October with all artwork for sale and a percentage of profits to charity.
- Artists will receive a royalty on each print sold.

