



Art in the Park - Call for exhibitors May 2025

This is a call for exhibitors to take in the next Art-in-the-Park to be held on 9th-11th May 2025. It will be the 12th edition of Art in the Park, which has been held twice a year since 2019.

Why take part?

Based on the success of the previous events, we expect that this new event will attract more than 1000 visitors that pay the gate entrance. Many visitors come with the intention of buying the displayed art works that they most enjoy. Others may come just to look and enjoy the art, as well as the other entertainment provided at the event. Above all, this event will be **an opportunity to market your work** to many influential people in Lilongwe.

The organisers are all **volunteers**, many of whom are from Four Seasons Nursery and from WESM (the Wildlife and Environmental Society of Malawi). Our interest is to support the creative sector in Malawi as well as to **raise funds for WESM**.

If you are not familiar with Art in the Park, we can send you more information so that you can see whether you want to take part.

Selection of exhibitors

We select exhibitors which we judge represent the **best in Malawi** and which will **impact** most visitors to the event, exciting and delighting them. We will also have in mind the **overall design** of the event as we will select exhibitors that will 'fit' into what we are planning for May 2025.

Individuals only

At the last event in October 2024 (which we called Art & Craft in the Park), we included some craft businesses which employ people to produce products. This time we will include only *individuals* that both design *and* make the displayed pieces. We will display pictures, installations and artistic objects made of wood, metal, fabric and such.

Next steps

If you want to exhibit your work in May 2025, you must **express interest** by **6th January 2025**. Contact **Nick Hall** on **WhatsApp +265 8888 39804**. There is **no commitment** on your part (or on our part) when you express your interest. We just want to start designing the event around exhibitors that are both interested and suitable.

Note that all formal **applications** to be an exhibitor must be made **by 20th January 2025**, two weeks after the deadline for expressing interest. The process is described on the next page.

Art 'n Craft in the Park - Application process

Been an exhibitor at a recent Art in the Park?

If you have already exhibited your work at one or more of the last three Art in the Park events (in November 2023, May 2024 or October 2024) and you are considering attending in May 2025 – you must express your interest send a WhatsApp to Nick Hall **by 6th January 2025** saying why you are considering applying for the May 2025 event. Your WhatsApp must include pictures showing how your work has improved since you last exhibited at Art in the Park, in particular why you might achieve higher sales in May.

Note that we have *already invited* (via a WhatsApp from Nick Hall on 13th December) some of the artists who attended those events, those who achieve high sales. If you have already been invited, you do not need to follow this application process.

Display without selling?

Alternatively, we will be displaying some exciting art that is *not intended to be sold*. It may be that you attended recent AITPs at which your work did not sell well, even though your work was high quality; perhaps the visitors did not buy your work because the price was too high or some other reason. We will accept a few who will exhibit their work as *not for sale*. If you are interested in displaying your pieces this way, express your interest by contacting Nick Hall **by 6th January 2025**.

Not been an exhibitor at a recent Art in the Park?

If you have not been at one at a recent Art in the Park but you are considering taking part, please express your interest by contacting Nick Hall **by 6th January 2025**. Please include some pictures of your work (ones with which you are most pleased) so that we can clearly understand your style.

We want all exhibitors to represent the **best of Malawi** in their respective field. We don't want any exhibitors that many visitors would feel are just copying the design and skills of others. So we welcome innovation, something that makes your products unique in Malawi.

We want exhibitors that will **excite** and **delight** a high proportion of the visitors. The event is intended to entertain its visitors. Some visitors come with the intention of buying some of what is displayed while others come just to look and be entertained. We want to satisfy most of our visitors, whatever is their intention in coming. This is why we will select only those exhibitors that we judge will excite and delight.

Feedback on your expression of interest

We will respond to your expression of interest within a few days. We will give you an indication of whether it is likely that you may be selected, if you go on to make a formal application. That way, you can decide whether you want to go on to make a formal application.

If the pictures you send in your expression of interest do not show enough of your individual style, we will advise you that you are unlikely to succeed with your application. We have noticed at past AITPs that applicants often send us work that looks like copies from the internet or like copies of another artist's style. Make sure that your expression of interest shows your own unique talent!

You are welcome to pass this **call for exhibitors** to others if you think they too should express an interest.

Make a formal application by 20th January:

Send your formal application to **Nick Hall via WhatsApp +265 8888 39804**. Nick will refer your application to the team of judges.

Each application must include:

1. **Profile:** You must provide a brief profile that gives information about yourself so that we understand how you have achieved your own unique art.
2. **Pictures:** You must provide images showing the type of art you want to exhibit. The pictures should give a clear impression to the judges of the unique style of your work. If you include any pictures that are based on images from the internet, include a picture of the original and explain how you have added value.
3. **Explanation:** You must provide a brief explanation of why you consider that your work
 - a) is amongst the **best of Malawi**, and
 - b) will **excite** and **delight** a high proportion of the visitors at the event.

Respond to each of 1 through 3 above. If we need additional information, beyond what you include in your application, we will request it.

If you want to exhibit your work on a 'not for sale' basis, please state this clearly.

We aim to give **feedback** to all applicants **by early February**.

Why AITP judges reject many of the applications they receive

The judges may reject an applicant for any of the following reasons:

- The application is received after 20th January
- We had not received an earlier expression of interest (by 6th January).
- The application is from a previous AITP exhibitor who does not show enough improvement
- The application includes pictures that look like copies from the internet or like copies of another artist's style, without a satisfactory explanation.
- The work does not represent the best in Malawi and/or may not excite and delight visitors.

Charges to you

If you are successful with your application and we select you to take part in the May 2025 AITP, then you will incur charges:

- If you are not already a member of WESM, we ask that you become a member before end of March 2025. Membership for exhibitors costs K10,000 per year.
- In addition, you will contribute 10% of your sales at the event to WESM. Details of how this will work will be provided if you are selected.