

Study UK Creative Connections - Guidelines

British Council brings to you, **Study UK Creative Connections** - a unique opportunity for UK Alumni to display their wonderful work in Arts and Design, showcase how a UK education formed their creative careers, and in-turn inspire future generations to achieve their dreams in the creative sector. This showcase is part of the Best of British exhibition, a series of events celebrating the best of UK's Art and Design.

Themes:

- Art and craft (multi-media artwork, photography, paintings etc)
- Design (fashion, books, graphics etc)

Exhibit venue: 'Gallery' - British Council, 17 Kasturba Gandhi Marg, New Delhi 110001.

Exhibit Dates: 16 August to 30 September 2024.

[Submit your entry here.](#) | [Deadline for submission: 31 July 2024](#)

To qualify to display your work, send:

- Images of the artwork.
- Visual art in this context will mean any two-dimensional artwork including drawings, paintings (in any medium) and photographs.
- Provide a narrative of the work you are proposing to submit (in max. 250 words) in response to the theme - *Study UK Creative Connections *. The description should include artistic response to the theme and details of the work itself including title, technique, proposed size of the work.
- A brief profile of the artist (250 words) showing experience.
- Include a digital sample of the art piece to be displayed when submitting the form.

If you have any questions write to Himani Taneja, Project Manager, Higher Education at Himani.taneja@britishcouncil.org

Selection criteria

Exhibits will be selected based on their visual impact, degree of innovation, and potential for visitor interaction and learning.

The focus should be on:

- Interactivity of artwork
- Social impact, messages showcased
- Creativity and Technical proficiency

- All work must be original to the artist and the source material must be original to the artist or from a permitted source.

What happens after you complete the entry form?

- **Shortlisted alumni** will be invited for a virtual pitch in early August 2024.
- The selected alumni* (approx. 10) will be provided with an exhibition space at the 'Gallery' in the British Council free of charge. The British Council will discuss specific display requirements (eg. size) with all selected alumni.
- The selected work will need to be submitted for exhibit arrangements by 08 August 2024.
- We will also include a short narrative on the work as provided by the artist. The wall on which the artwork will be displayed is of 100 inches height.
- The selected work will also get promoted on British Council's social media platforms between August – September 2024.
- Please note, participating alumni will need to cover transportation and insurance costs for their selected exhibits.

*Please note: Unfortunately, we are only able to respond to shortlisted candidates. If you do not hear back from us by 05 August, please assume that your application has been unsuccessful at this time.

Submission guidelines:

- All artwork must be accompanied by a completed entry form as per the timelines.
- All alumni have to be registered on [Alumni UK](#)
- Your name must be securely attached to each work.
- Only one item will be accepted.
- Work must be original. Photomechanical reproductions or photocopies of works originally conceived and executed in another medium are not acceptable unless part of a completely new work (eg. collage).
- All wall works must be ready to hang. This means each work must be mounted and/or framed with hanging wire and screw eyes, or other appropriate hanging means. Submissions that do not meet this requirement will not be accepted.
- Accepted work must remain on exhibit for the duration of the exhibition dates.
- The Gallery is not responsible for any damage or loss. Every possible precaution will be taken to secure works but there will be no insurance coverage for this exhibition.
- All art work to be picked up post exhibition between 7 October to 11 October 2024 between 9 am – 5pm. If you are unable to pick up your artwork during these times, please contact Himani Taneja at himani.taneja@britishcouncil.org to make other arrangements. The British Council will not be responsible for artwork left unclaimed beyond 11 October 2024.

Images of the 'Gallery' (below) where the showcase will take place from 16 August to 30 September 2024:



Ground floor foyer panoramic view



Ground floor Gallery space A and B panoramic view



Ground floor Gallery space B (Cafe) panoramic view

