

Canvas.

A DS.Emotion initiative.



DS.Emotion is an award-winning branding & marketing agency working within the placemaking sector. We work with buildings and places of all shapes and sizes, from The Shard to Silverstone to Carnaby Street and anything in-between.

During the last couple of years, the way we use spaces has changed dramatically. While we truly believe that things are going to bounce back to a “new normal” in the not-too-distant future, in the interim period there are a lot of windows in public places which are not currently being utilised to their best potential.

Canvas is an initiative by DS.Emotion to connect students & recent graduates in the creative field to these spaces in order to win paid commissions to display their work in windows across the UK.

Calling all artists, designers, students
and graduates in the creative field.

We are commissioning a new piece
to be displayed in a King Street store
window. Could you be the next artist
to exhibit?

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King Street, Manchester, has long established itself as the premium shopping destination in the city centre. With some of Manchester's most celebrated architecture, it also boasts a range of well-regarded restaurants, as well as lots of office spaces above street-level.

We have a prominent window that is ready to enliven with a new artwork. Could you be the right artist for the job?

The brief

To create and submit a piece of artwork which will be displayed in a King Street store window. The chosen artist will also receive a payment of £300.

We're looking for inspiring original artwork which will resonate with the people of Manchester. There is no set theme and this is an open brief, so think of it as a blank canvas. We want to see a broad range of entries!

Your canvas entry may not be flat or linear, you might prefer to create a 3D or moving piece inside the unit that is viewed from the window.

The canvas

This is the canvas.

Consider how your artwork will work with the canvas. The canvas cannot be moved or its shape changed. It must always be present. Anything else goes.

Paint around it, draw within it, place objects behind it, use it as part of your work or ignore it altogether... the possibilities are endless.



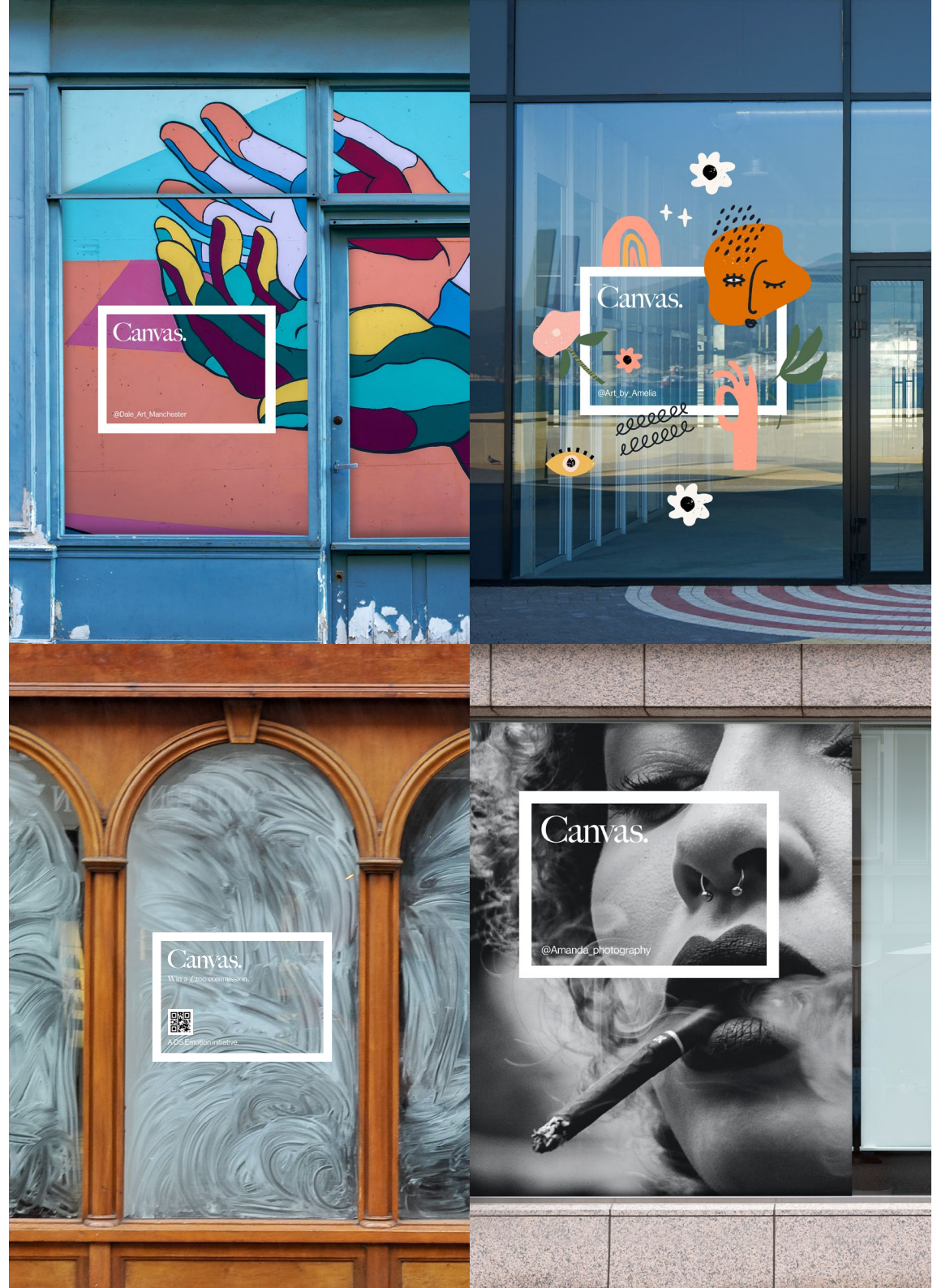
Installation

The canvas will be applied as a vinyl onto the window prior to any artwork being installed, as the bottom left example shows.

We will provide a pdf template to that of the size of the window, with the canvas locked in position.

As seen on these examples, your artwork can be placed behind, in front of, or work with the canvas. The window could also be used as a viewing point for installations inside of the unit.

We will provide budget for vinyl coverings, however any other physical requirements or additional costs required by your entry will be considered on a case-by-case basis.

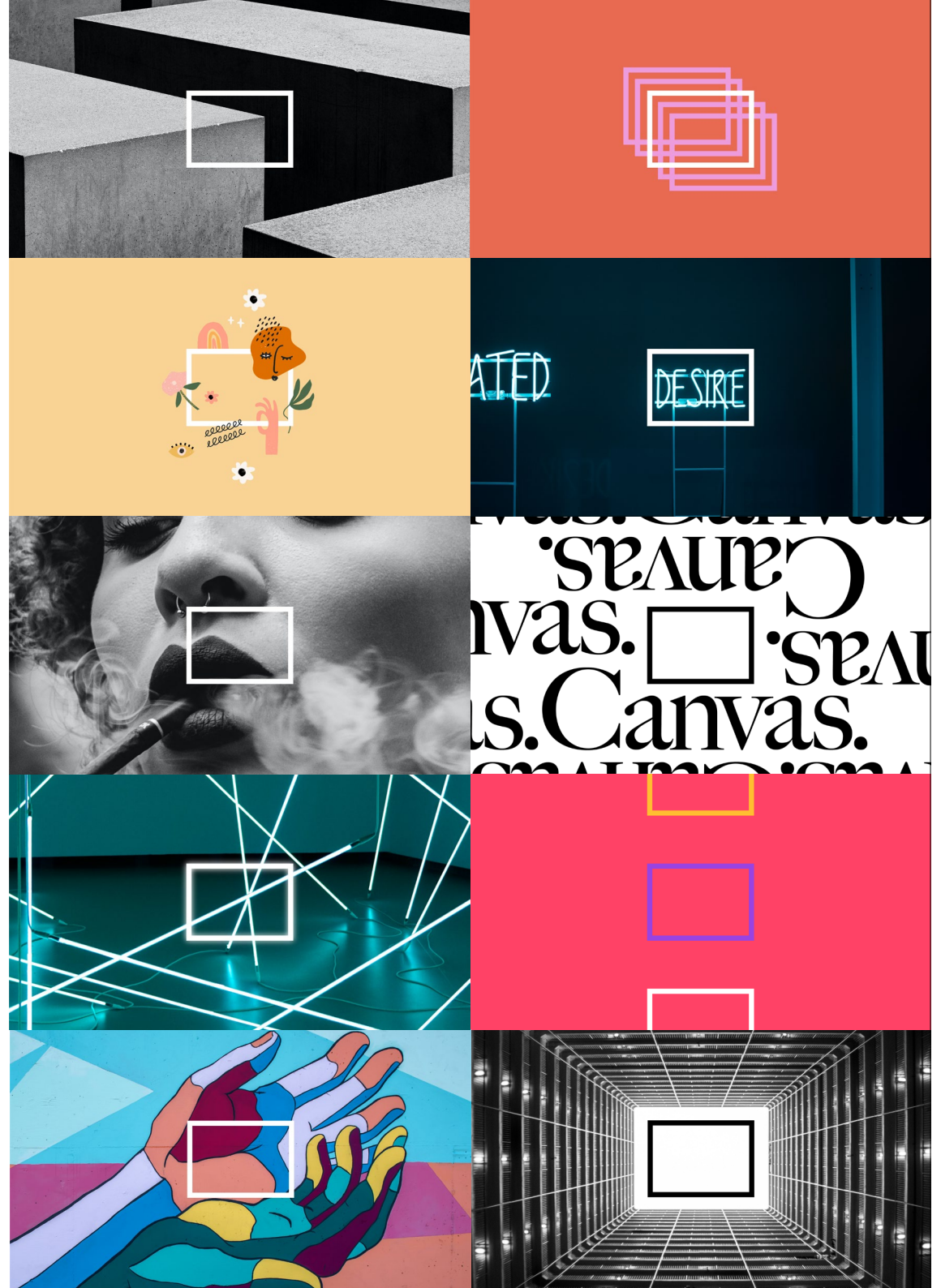


Examples

We have provided some creative examples on this page to give you an idea of how the canvas could be utilised.

If your entry is a physical installation, please use the template provided to show us visually how it would incorporate the canvas. This could be as simple as a sketch.

We will also accept mood boards as part of your entry if this helps to get your idea across.



Who can enter?

Canvas is open to all current students (including mature students) and recent graduates (within one year) in the creative field. This includes all disciplines from illustrators, graphic designers, sculptors, painters, to sign makers, typographers, photographers, fashion designers and much more...

You can enter from anywhere globally, provided that, if necessary to your piece, you can be on site at your own cost and in keeping with our timelines.

How to enter?

Download the template from
dsemotion.com/canvas

Send your entry to:
info@dsemotion.com quoting
“Canvas” in your email subject.

Please keep your submission files to
a maximum of 10mb. If your piece is
chosen then we will communicate
with you separately about sending
high resolution artwork.

When sending your entry, please
include a short explanation of the
concept behind your work and any
special requirements you may have
for installation/printing etc.

What happens next?

We will work closely with you make your idea a reality, including art working of the design to meet any specific requirements during the printing process, for example.

The chosen artists will receive a payment of £300.

The chosen artwork will be on display for a minimum of 2 weeks.

We would also like to showcase the chosen winner and feature them on our social channels. This may include a short interview and potentially photographing you in front of the window.

Deadline for entries

The deadline for entries is 23/04/2021 at 5pm.

@canvas_by_dse
#makeyourcanvas

