

## **Pelham Art Festival 2021 will have an Environmental theme with an Artists challenge entitled "*Our Planet, Our Future*"**

A show artists and festival visitors invitation to participate on Mother's Day weekend.

The Pelham Art Festival Committee is pleased to announce a theme for the 2021 Festival entitled *Our Planet, Our Future*. This theme addresses what scientists and many others agree are the most important issues of our time...climate change and the degradation of our planet.

In 2015, one of Britain's newspapers, The Guardian, carried an article titled 'Why Climate Change Needs the Arts', in which economist and climate change activist Andrew Simms wrote...

*Whether to engage in debate or change opinion and behaviour, arts can play a key role in the cultural awakening of the masses to the perils of climate change.*

<https://www.theguardian.com/environment/2015/jun/03/why-climate-action-needs-the-arts>

Members of the Pelham Art Festival Committee agree with Mr. Simms regarding the power and potential role of the arts as an influencer around these critical issues. So as a first and important step of the Festival's *Our Planet, Our Future* theme initiatives, we invite you, the artists, to participate with a specially created work of art for the 2021 Pelham Art Festival. We'll be adding other green initiatives to the 2021 Festival throughout the planning process. Stay tuned.

Join in our theme activity by creating a painting in your favourite medium, a sculpture, your glass, ceramic or wood creation, a fine art photograph, a piece of jewellery, or wearable art that is inspired by your passion as an artist to protect our beautiful planet.

The pieces will be prominently displayed in your booths during the Festival and identified via a specially designed tag as a participant in the Festival's *Our Planet, Our Future* challenge.

We would like you to include an artist statement about your eco-themed piece, explaining your concept, the message you would like it to convey to the viewer and what inspired your work. It would accompany your display of this artwork in your booth.

Visitors to the Festival will be given an opportunity to vote for their favourite *Our Planet, Our Future* artwork and the winner will be announced and awarded a prize (yet to be determined on Sunday morning).

If you would like to participate in the *Our Planet, Our Future* challenge, just send a short e-mail to [pelhamartfest@gmail.com](mailto:pelhamartfest@gmail.com) by March 31<sup>st</sup>, 2021 to let us know.

We will include a special art tag in the package you receive on the first day of the show. Should you decide to join this important challenge at the last minute, there will be extra *Our Planet, Our Future* tags available at the Festival site.

**NB:** Please **DO NOT** send us images, etc. of your *Our Planet, Our Future* art challenge piece/write-ups. We look forward to seeing your special work, inspired by your desire to make a difference, in your booth at the Festival in May.

Thank you!

Pelham Art Festival Committee

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