



Feriba

HAND in HAND

A Travelling Exhibition

First Exhibit: September 2021
in Sainte Marie-aux-Mines, France
as part of the
27th European Patchwork Meeting



Frosan

Context: The Embroidery Programme „Guldusi“ of the DAI

The [German-Afghan Initiative](#) (DAI e.V.) is a registered non-governmental organisation, founded in Freiburg in 2002 by a small group of Germans and Afghans. As part of DAI, Pascale Goldenberg has, since 2004, overseen the embroidery programme in Laghmani (north of Kabul) and, since 2011, the embroidery programme near Herat (western Afghanistan). Under the scope of these two projects, women hand embroider unique pieces that are sold in Europe by the organisation. With their earnings the Afghan embroiderers are able to improve the financial situation of their entire families. On a regular basis, competitions take place in Europe where Europeans are encouraged to create their own textile work of art. They are challenged to incorporate an Afghan embroidery into their work, using it as inspiration or catalyst for their design.

The evolution of the embroiderers since 2004 is impressive. The embroiderers have taken up hand embroidery again, playing with the colors and letting their fantasy take over. They design the motifs themselves and each piece is one of a kind. Their craftsmanship has improved greatly over the years.

Pascale Goldenberg, founder and caretaker of the embroidery programme of the DAI, asked the embroiderers to embroider hands: just plain hands or hands doing something, *busy hands* as Khaled, the project leader in Afghanistan, told the embroiderers.



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HAND in HAND

Hands ... give, take, work, ask, pray, speak, show, greet, care, pamper and much, much more. They can be massive or delicate. They can be artistically portrayed or themselves portray art.

In German, **HAND in HAND** describes how people work successfully together, a task moves smoothly from the „hand“ of one into the „hand“ of another, i.e. one person continues what another started. In English we can work „hand in hand“, or things go „hand in hand“. In French the metaphor of a connection or relationship also exists.

HAND in HAND – especially the concept of successfully working together – suits the embroidery programme ideally. The aim being that an Afghan woman begins an artistic work that is carried on by a European using the purchased embroidery.





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Requirements: Competition **HAND in HAND**

- The project is open to all members of the EU and Switzerland. A maximum number of 40 works will be chosen. Each participant may submit up to 2 works, only one of which may be selected for the exhibit. (Please fill out two separate registration forms in this case).
- Group projects are very welcome and should include the names of all contributors.

Definition of the Task

- Complete a textile work of art relating to the theme **HAND in HAND**. Consider the theme from all angles and aspects, i.e. reaching out to one another, working with, for or helping one another.
- All manner of textiles are allowed and non-textile materials may be included. Your work should be original and – if applicable – sources of inspiration named.
- Each work shall include at least one embroidery (portraying one or more hands) from the [embroidery programme Guldusi](#). A group work must include at least one embroidery per contributor.
- The work may not have been previously shown in a regional exhibit. Pictures thereof may not have been published online, or in any print publication (catalog, book, periodical etc.).
- The works will be travelling between 2021 and 2023 to various venues to exhibit. It is therefore imperative that every work is flexible and easy to transport. Please do not submit delicate works or works framed in glass. Objects of daily use are not allowed.

Format and Mounting

- Not the size, but the area of the work is defined: 0,6 m². The maximum width is limited to 80 cm. Tolerance +/- 5%. Please calculate the area of 0,6 m² precisely. For example: 200 x 30 cm, 150 X 40 cm, 100 X 60 cm or 75 X 80 cm. Shapes other than rectangles are allowed, i.e. a circle or triangle with the appropriate area of 0,6 m².
- On the upper edge of the reverse side, an 8 cm tunnel is required for mounting – excluding 3 cm left and right. On the bottom right of the reverse side please affix a cloth label with your Name, Address (incl. country), Telephone (incl. country code) and the title of the work (preferably in English). As some works may hang freely from the ceiling the reverse side must be worked flawlessly. Rods for mounting will be provided by the organisation.



Copyrights

All rights to the works remain with the artist(s). With the sending of the photos you give permission for their publication in press releases, for advertising and online for the support of the embroidery programme [Guldusi](http://www.guldusi.com).

Sale

The works on exhibit may be offered for sale. The artist determines the sale price, which does not include any commission for the organiser. The organiser acts as a go-between and will forward sale requests per email to the artist. Should a sale take place at the end of the travelling exhibit series (an earlier sale is not possible), the work will be sent (with permission of the artist) to the buyer. The DAI e.V. is grateful for any donation to the organisation from the sale proceeds.



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Schedule

1. Application – Deadline: May 31, 2021

- Application must be submitted online at www.guldusi.com, in the menu under [News](#).
- Please fill out the application form online and upload the digital photos (jpg files).
- Required Photos: 1 digital photo of the entire work and 2 digital photos depicting details (total of 3 photos). The photos should be of good quality taken before a black or white background! Please pay attention to lighting so that colors are as true to the original as possible. We will only accept high resolution photos, minimum 300 dpi in jpeg format. The jury will decide solely based on the photos, therefore the quality is very important. No paper prints are necessary.
- Please name the jpeg data files as follows: Last Name_First Name_Country abbreviation (i. e. Miller_Bridget_NL.jpg/Miller_Bridget_NL_Detail1.jpg/Miller_Bridget_NL_Detail2.jpg) Use no special signs or symbols in the file names.
- Do not send in any work before notification by the jury.





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2. End of June, 2021

Notification of results of the jury decision by E-mail. Pascale Goldenberg is the sole juror. She is the founder of the Embroidery Programme, often acting as a judge and is well-known as an artist and instructor in the textile art scene. She will receive the applications and photos anonymously. Sarah Käsmayr will substitute each name by a number. For this reason, any queries regarding your application or uploading of photos should be sent only to Sarah via E-mail at: handinhand@guldusi.com

The decision to have only one juror serves to eliminate the time-consuming process of judging in various languages. The time and energy is better invested in the embroidery programme.

The decision of the jury is final and may not be challenged. The jury reserves the right to reject works sent in that diverge from the portrayal in the application.

Selection criteria for the exhibit include: relation to the theme, composition, implementation of techniques used and originality.

The exhibit as a whole will also be considered. If there is a collection of similar works, only a selection will be accepted even if all are noteworthy.

3. July 31, 2021

Post deadline for all selected works. By this date the works to be exhibited should be received by: Pascale Goldenberg, Hofackerstr. 7, 79110 Freiburg, Germany

4. Mid-September, 2021

First Exhibit as part of the 27th European Patchwork Meeting in Sainte Marie-aux-Mines, France. There will be no prizes and no visitors' favorite.

5. 2021 bis 2023

Further exhibits are planned from 2021 through 2023, after which the works will be returned.



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Competition Funding

Payment for the embroidery, participation fee, postage

Application:

- Each participant pays for one or more “Hand” embroideries purchased through the [Embroidery Programme Guldusi](#). These are offered for sale at trade shows, craft fairs and in the [Internet Gallery](#) on the homepage of the DAI embroidery project. The recipient must also cover the cost of postage if applicable.
- There is a one-time fee of 5 Euro (also covers two applications)
Please transfer this amount at the time of your application.
Account owner: DAI e.V.
BIC: GENODE61FR1
IBAN: DE44 6809 0000 0016 6584 05
Purpose: HAND in HAND Application and YOUR NAME

Following Jury Selection of your work:

- A fee of 10 Euro, cash, must be paid. This amount is intended to cover part of the cost of the travelling exhibit.
- The artist must cover the postage for sending and the return of his/her work. The amount depends on the country of origin and whether insured or not.

Risks and Insurance:

Please note that during transport in Europe between venues, during the exhibits and storage of the works, they are not insured. An exception is the first exhibit in Sainte Marie-aux-Mines where the organiser provides insurance.

The responsible parties, Pascale Goldenberg and the various organisers will handle the works with the greatest care to minimize any risks during storage, transport, packing and mounting. A covenant will be set up and signed by our organisation and the exhibitors to this effect. All exhibits have on-site supervision.

Assent

With your application to the competition you agree to all rules set up in this declaration.

Freiburg, July 2019



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