



# Keep Your Eye on the Planet

## Travelling Exhibit

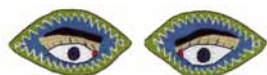
Opening Exhibit: September 2018 in Sainte Marie-aux-Mines, France;  
As part of the 24<sup>th</sup> European Patchwork Meeting

### Background: The embroidery program of the DAI

The *Deutsch-Afghanische Initiative* (DAI e.V.), is a registered society founded in Freiburg, Germany, by a small group of Germans and Afghans. Within the framework of DAI, Pascale Goldenberg oversees two Embroidery Projects – the Shomali Project in Laghmani, north of Kabul, since 2004 and the Sharak Project near Herat in western Afghanistan since 2011. The women and young girls hand embroider one of a kind, 8 x 8 cm squares that are sold in Europe by the society. The embroiderers make a tangible contribution to the improvement of their family's financial situation. Periodic competitions and exhibits in Europe invite textile artists to use the embroideries as inspiration for their artwork.

The development within the Shomali project since 2004 has been impressive. The women of Laghmani have reacquired the skill of embroidery, lost during decades of war. Their technical ability has improved significantly. They now exhibit artistry, playing with color and using imagination to create unique designs. Each square is a small treasure.

In 2016, Pascale Goldenberg, the program's initiator, asked the women to embroider eyes. For this an elliptical form replaced the usual squares, but the size remained.



### Requirements for Participation in the Competition:

#### „Keep Your Eye on the Planet“

- The competition is open to residents of the EU and Switzerland. Each participant may submit up to two works, however, a maximum of one per person will be chosen for the tour. Each entry requires a separate registration, but photos of two entries may be included on one CD. Only digital photos will be accepted.
- Group projects are permissible but should include the names of all contributors.

### Task

- Design an artistic textile work according to the theme „Keep Your Eye on the Planet“. The theme allows for creative inclusion of various issues facing mankind and our environment.
- All fiber craft techniques are permitted. Non-fiber materials may be added. The work should be original, or the source of inspiration named.





- Each bid must incorporate at least one embroidered eye from Afghanistan. The elliptical embroideries available for purchase include either one eye or a pair of eyes. Eyes in embroidered squares may not be used.
- Your submission may not have been previously presented in a national or international exhibit, or photos thereof published in the internet, a book or periodical.
- The winning entries will be on tour for at least a year (2018–2019) and should be flexible and easy to transport. Please do not submit delicate or glass-framed objects.

## Dimensions and Hanging

- Please adhere exactly to these size restrictions: 60 x 60 cm square, with a tolerance of max. +/- 5 %.
- On the back there must be an 8 cm wide tunnel along the upper edge, and a fabric label with Name, Address (incl. country), Telephone number (incl. country code) and Title (preferably English) at the bottom right. Since the works may be displayed suspended from the ceiling, the back should be appropriate for viewing. Display rods will be provided by the organisers.

## Copyright

The artist retains all rights related to the work. With the submission of digital photos, the participants consent to their non-commercial use in the Press, for advertising and in the internet.

## Sale

The works may be offered for sale at a price determined by the artist. The stated price includes no commission for the organiser. The organiser acts as an agent. A buyer's interest in purchasing will be forwarded the artist by email. Should a sale take place at the end of the travelling exhibition (an earlier release is not possible), the work will be sent to the buyer following the artist's confirmation. The DAI e.V. expresses its gratitude in advance for potential donations to the project.

## Dates and Requirements for Registration

1. **June 30, 2018** – closing date for registration, sent to: Pascale Goldenberg, Hofackerstr. 7, 79110 Freiburg, Germany.
  - Completed registration form
  - CD with 3 photos: 1 overall view and 2 detail views
- Pay attention to good light conditions in order to digitally represent the colors as close to the original as possible.
- All photos must have a black or white background.
- High resolution with a minimum of 300 dpi in JPEG format required.
- Note: The Jury will decide initially on the basis of the photos only, therefore good quality is extremely important. Do not send any paper prints.





- Please label your photos as follows: Last name\_First Name\_country initials.jpg, i.e. Smith\_Jane\_GB.jpg / Smith\_Jane\_GB\_Detail1.jpg / Smith\_Jane\_GB\_Detail2.jpg.
  - No artwork should be sent before notification from the Jury.
2. **End of Juli, 2018:** Jury decision and notification of participants.  
Jury Members: Gaby Mett (Germany), Elsbeth Nusser-Lampe (Germany) und Hilde van Schaardenburg (Netherlands)  
  
The decision of the jury is final and warrants no justification. The jury reserves the right to dismiss works that do not meet the aforementioned requirements. Selection criteria for the exhibit include: relation to the theme, composition, implementation of techniques used and originality. Consideration will also be given to the exhibit as a whole, meaning: in the case of numerous similar works, only a small selection will be chosen, although all may be praiseworthy. Chosen participants will be notified by email.
  3. **September 1, 2018:** Deadline for receipt of chosen works by Pascale Goldenberg, Hofackerstr. 7, 79110 Freiburg, Germany.
  4. **Mid-September, 2018:** Opening Exhibit at the 24th European Patchwork Meeting in Sainte Marie-aux-Mines, France. There will be no awards ceremony and no darling of the public chosen.
  5. Further exhibits are planned in 2018 and 2019 before the works will be returned.

## Funding of the Project

### Purchase of embroideries, participation fees, postage

#### Application:

- Embroideries: Each participant bears the cost for the purchase of one or more embroidered “eyes” from the Laghmani embroidery project. These will be available at the 23rd European Patchwork Meeting, and in an internet gallery on the homepage of the DAI embroidery project. The purchaser pays the cost of postage for embroideries bought online.
- A nominal fee of 5 Euro (cash) will be charged for the jury, payable at registration.
- The participant carries the cost of postage for submission of the registration form with photo CD.

#### Participation:

- A fee of 10 Euro (cash) will be charged only for works selected by the jury to cover the cost of the travelling exhibition.
- If selected by the jury, the participant carries the cost of postage to send his/her work to Pascale Goldenberg, and for the return thereof. The sum depends on the country of origin and whether the package is insured.





## Risks und Insurance

Please Note: During the transport between exhibits in Europe, and during storage, the selected works are not insured. Val d'Argent, where the works are insured by the host, is an exception.

The greatest care possible will be taken by Pascale Goldenberg and all organisers to minimize the risks during storage, transport, packing and hanging. An agreement will be signed between our organisation and the exhibitors. All exhibits have monitoring staff.

*“If you work in Afghanistan and with Afghanistan,  
you undertake personal risks.  
In the face of these, the question of insurance for an object becomes irrelevant.  
Accepting risks is part of this travelling exhibit.”*  
Pascale Goldenberg

## Agreement

Registration implies agreement with the overall rules.

Freiburg, April 2017

