



## ART FOR THE EARTH

30<sup>th</sup> November 2011

Stitch is a non-profit organisation that hosts artistic events to inspire people to think about their impact on the environment and to promote charities and organisations working to alleviate environmental problems. On the 30th of November 2011 Stitch will be hosting an art auction at The Dairy, WC1. This will be its formal launch and aims to engage as many people as possible with the environmental issues that we are facing.

### Venue

The event is being held at The Dairy, an industrial space over 10,000 sq. ft. in size featuring high ceilings, clean lines and a glazed roof with a capacity of 500. The exhibition will be on display throughout the day, culminating in the art auction evening event from 6pm until 10pm.

### Art

The exhibition will feature work by thirty artists working with a variety of different mediums to try to use as many approaches to engaging people as possible. The artists will range from established to first-time exhibitors. Most of the work will be sold by silent auction; buyers will be able to check the price and place bids on the works at manned computers in the venue.

A further project is a wall of 'Stitch Sketches' – we will be inviting over three hundred well known people, ranging from sportsmen to politicians, to enter A5 postcard sized sketches and doodles based on the environment. These will be exhibited anonymously, with a list available of who has submitted a piece but not which piece is submitted by whom. When somebody buys a piece for a flat rate of £100 they then discover who it is by. We estimate that we will have around 20 entries from renowned people and we will sell some works by artists exhibiting that evening and lesser known figures alongside them.

### Guests

The event will be invitation/guestlist only. We expect to host over five hundred people throughout the evening, including a variety of well-known environmentalists, celebrities, charity workers, key members of the art world and members of the general public who believe in the cause and are keen to learn more. Guests will invited online and via printed invitations. The invitations will be recycled, printed with vegetable based inks and carbon offset. Three thousand printed invitations will be sent out and another one thousand people will be emailed invitations.

### The Experience

Stitch aims to make the evening an exciting and dynamic event through not only the art, but also through performance art pieces and live acoustic sessions. Further to this, to give a platform for ethical brands to increase their exposure, food will be provided by a delicatessen that specialises in environmentally sourced food and alcohol from organic suppliers.

Venue:



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