

Nordic Art Insight – an art contest focused on sustainable consumption

Artists have always expressed their views on our society. That is why Ecolabelling Sweden has decided to organise an art contest with a cash prize of SEK 100,000 for the winning entry. The idea is for artists in the Nordic region to submit artwork depicting their idea of sustainable consumption. Now we need your help spreading the word about this contest which will run between 15 March and 31 May 2013. www.artnordic.org

Artists who wish to participate should submit a digital image of their piece, e.g. a painting, installation, movie, video, handicraft, sculpture, etc. A jury consisting of well-known art personalities will assess the contributions and select six finalists. During the summer these six pieces will be exhibited to the public who will then be given the opportunity to vote for the winner via social media or the artnordic.org website.

The Nordic Ecolabel is now more than 20 years old. Its purpose is to help consumers choose the most environmentally friendly products. There are currently more than 8,500 Nordic Ecolabelled goods and services available. Lobbying and a growing interest in environmentally friendly products among the general population have led to 91% of the Nordic people now being familiar with our symbol – the Swan.

In our opinion, this isn't enough. Our vision is a sustainable society where everyone does their bit. The winning piece should therefore promote sustainable consumption.

We hope that you'll find this contest interesting and would like you to help us spread the word in your own channels. We have attached some information material and a poster. Contact me if you would like to order an A3-size paper version of the poster.

Feel free to contact me if you would like to know more! We would also like to hear from you if you have any ideas and thoughts on this project.

For more information about the campaign and the contest rules, please visit www.artnordic.org

Best regards

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