



**SECRET ART #SAVEUKRAINE**

**ARTIST'S GUIDELINES**

# WHY JOIN SECRET ART

## SUPPORT UKRAINIAN ARTISTS IN THE UK

Less than 24 hours after the new scheme launches, over 100,000 Britons sign up to host Ukrainian refugees for a minimum of six months in the UK, including those with no family in Britain.

This number is only expected to rise in the coming weeks as more Western officials predict four million Ukrainians will flock into Europe, sparking the largest refugee crisis since World War 2.

Among refugees, many are artists and through our campaign we are asking women artists all over the world to help us raise funds to pay for the refugees' studio rental, materials and whatever they will need to continue their work as artists.

WE RESTART is a not-for-profit organization imagined and founded in early 2021, in the midst of COVID-19 global pandemic, when the profound necessity to recover conjured up how universal and timeless is the need and the quest for a restart. Investigating the themes of the immediate but at the same time, timeless and universal need for resilience and restart (both in time of crisis and for the entire span of our lives), of the role the arts can play in such process and of how women should lead, actively or as an example, to the recovery, has triggered our urgency to write a [Manifesto](#).

# WHY SECRET ART?

Because we want art to be democratic, and because we believe that the only way forward for the world is through Democracy.

To demonstrate that art can be truly accessible to everyone, each artwork can be secured upon a donation from £50.

**Donors can choose the artwork but the name of the artist is revealed only after the acquisition (so please DO NOT sign the artwork on the front).**

How it works:

Women artists are invited to create and donate an artwork of the size of an A5.

All artworks will be exhibited in June (possibly the last week of the month) online and for during a special event (one or more days TBC) in a primary location in London.

Proceeds will be used to support Ukrainian artists. The more we raise, the better.

Simple as that!

# HOW IT WORKS:

Once you confirm your participation, you will receive the Artist Pack with:

- One A5 paper
- The Label
- 1 envelope to mail the work back before the 30<sup>th</sup> of May 2022 to:

*WE RESTART*

*218 Chapter Road*

*NW2 5NB London*

*United Kingdom*

The SECRET ART is of paintings - (in all mediums) -, drawings, paper embossing, needlework, pressed flowers and anything else you can work on paper (no 3D, sorry!)

Unfortunately, photography, mosaic or stained glass, sculpture will not be accepted. Also, we regret we cannot accept digital or giclée prints.

## **DON'Ts**

Use only the material we send, please do not use a different size or paper

**Please DO NOT sign the artwork on the front.**

**CREATE A WORK  
INSPIRED BY THIS  
BEAUTIFUL QUOTE  
BY TONI  
MORRISON**

*“This is precisely the time when artists go to work. There is no time for despair, no place for self-pity, no need for silence, no room for fear. We speak, we write, we do language. That is how civilizations heal.”*

# TIMELINE

## From March to May 2022



We invite women artists to join forces



Artists work on an A5 size paper and return the original work to us as a donation to the charity

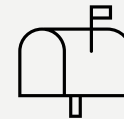


We then catalogue, scan, photograph and upload them online

## From the end of June 2022



Fundraising exhibition in London and online



Sold artworks are packed and mailed to donors

## July 2022



Funds are used to support Ukrainian artists



Unsold artworks will be sold online through our charity shop or during charity events to raise funds for this or other causes.



80% SUPPORT UKRAINIAN  
ARTISTS IN THE UK



12% MARKETING AND  
COMMUNICATION



8% ADMIN

## How we use funds

## THANK YOU NOTE

*We truly appreciate your generosity and participation in this project!*

For this reason, we would love to thank you and we will take the following actions to demonstrate how grateful we are:

All artists will be listed as «participants» of the Secret Art campaign on our website and social media.

All artworks will be on display on the exhibition in June in a primary location in Central London and online. The event in London will be of one or more days (TBC).

All artists are invited to join our activities and networking events all year through.

Our mission is to produce artistic projects (including visual art, performing and video art, video and editorial projects) which focus on themes of, or where art functions as an act/tool of personal or collective resilience, recovery and restart or reconstruction of identity. Therefore, all participant artists are invited to present future projects to WE RESTART. We will be happy to evaluate them and if the opportunity arises, we will work with you to make it happen!



# CHECKLIST

- To confirm your participation and to receive the Artist Pack, please send us an email to: [contact@werest.art](mailto:contact@werest.art) Ref: Secret Art #saveukraine
- **We will send you the Artist Pack**
- Use the paper to create the artwork inspired by the quote by T. Morrison
- Do not sign the artwork on the front
- Fill and stick the label
- Take a picture or scan it and send it via email to: [contact@werest.art](mailto:contact@werest.art) (this way we can start promoting your work while waiting for the Postman!)
- Send the work via post to our address by the 30 May 2022:  
WE RESTART Charitable Company, 218 Chapter Road, NW2 5NB London, United Kingdom
- For shipping from outside the UK, please send it as a “Gift” to WE RESTART Charitable Company
  - Value: GBP 50
  - Item: Original artwork

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