

Koestler Associates Update - Spring 2017

Koestler Week

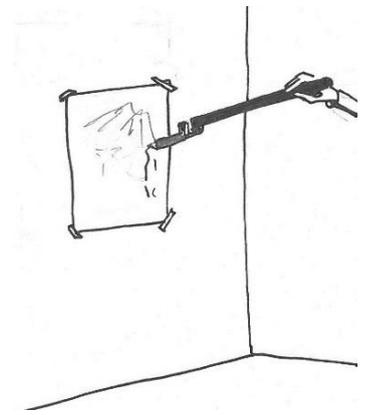
6 – 12 March is 'Koestler Week'. During the week we want to encourage people to take part in the Koestler Awards for the first time, and to generate excitement ahead of our 14 April closing date. Please help us by displaying the enclosed posters and giving the enclosed fliers to people you think might be interested. The Awards cover 51 **artforms, so there's** something for everyone. Entry forms and guidance are available from education depts., libraries and FREEPOST KOESTLER TRUST.



Want to try something different?

Here are two common exercises for loosening up your drawing:

- 1) Grab a pen and paper. Really look at something for one minute. Close your eyes and draw it! Your drawing may be a bit **squiggly...but maybe it captures the person or object's** essence more?
- 2) Attach your pencil, pen or charcoal to a ruler or stick. Then draw. It will loosen your grip and allow you to stand back from the paper. Changing your view and the way your body is positioned will change your drawing. It will be looser, but you might find it easier to get the scale and perspective right.



And one for poetry:

- 3) Get a postcard, or make one out of a piece of card. It might have an image on it already, you could stick one on it, or draw your own. Address the postcard to someone - yourself, your mum, your friend, someone famous. Then write a short poem on the blank part. It **may or may not rhyme, see what happens. The limited space will change what's possible.** The image may affect the content, or clash in an unforeseen way.

Get involved: If you have ideas like these to share with others please let us know!

No materials?

We know it can be frustrating when there are limited materials, especially for visual arts - but some of the best Koestler entries, as well as lots of poems, have been made with **limited materials...**



Untitled Soaps, HM Prison Wormwood Scrubs, Inspiration Bronze Award for Sculpture 2015



Pencil Sharpening Ring, HM Prison Peterborough, Rethinking Recycling Highly Commended Award 2012



Because Them's The Rules, HM Prison Kirklevington Grange, Gold Award for Drawing 2015

Sales

We sell visual artwork when we have permission from the establishment and artist (**unfortunately entrants in Scottish prisons can't always receive sales money**).

We sell work in our building and in our pop-up art shop at exhibitions and events. People look for affordable and original artwork. Most work sells at around £20 (meaning the artist receives £10).



Pricing tips

- **When you fill out your Koestler entry form, consider your 'reserve price' (minimum amount of money you want to receive). We will double your reserve price to make the 'sales price'.** This is because 25% from the sale goes to Victim Support and 25% goes towards our costs. So, if you say £20 reserve price, it will be for sale for £40 (unframed). You should name a fair price for the time and materials **you've put into your work, but if the sales price is too high, potential buyers may rule your work out.**
- Artwork selected for our exhibitions attracts the highest sales prices (£80 to £500). To reflect this, we often price them at **more than double the artist's reserve price - to ensure you don't lose out.** So, to stand the best chance of selling your work, give it **the lowest reserve price you'll accept, and be assured that we'll boost the asking price if it's selected for our main UK exhibition.**
- **We encourage artists to select a reserve price, but if you're unsure about how to price your artwork, leave it blank and we will price it for you.**
- **You're also given the option to donate your artwork to us.** When you donate your artwork, **we'll price it, and all the profit from any sale goes towards supporting our work.**

Get involved:

We want to know more about what sales of visual artworks mean to people. If **you've** sold work with the Koestler Trust, how did it make you feel to sell work? If you opted not to sell your Koestler Awards entry, please let us know why. Do you have any suggestions for sales?

Antony Gormley

Thanks to all of you who wrote to Antony Gormley. Your feedback has been forwarded on to him. He will be recording a piece for Prison Radio about his involvement, please listen out during Koestler Week!

2016 Awards

We're making good progress on returning the thousands of visual artworks from the 2016 Awards, and aim to be finished on time, at the end of March.

Keep in touch!

The Koestler Associates Programme is new. We hope that, as it grows, it will allow us to keep in **touch with entrants as they move establishments and to home addresses.** Ideally, we'd like to send invites to our exhibitions, updates, opportunities, and entry forms (you can still enter the Awards when on probation or as a client of a community rehabilitation company) to Associates once they **are in the community.** To do this we'll need your current address, so please keep in touch!