



YELLOWWOODS
ART

ARTIST INVITATION

THE CREATIVE BLOCK

The Creative Block invites established and emerging artists to submit an application for participation.

This programme provides a fun platform of experimentation, with many established artists continuing to submit Creative Blocks. It is the entry point for artists who want to engage with Yellowwoods Art and its ecosystem of artist career development opportunities.

Since 2004, over 17 500 Creative Blocks from more than 200 artists have been selected.

Creative Block is a brand associated with Spier, who created a range of award winning wines inspired by the art programme. Creative Block artworks are offered for sale to private collectors at Spier Estate, the AVA Gallery (Cape Town) and Hollard's Purple Shop (Johannesburg). Through the Yellowwoods Art patron network, a large number of blocks reaches Nando's restaurants globally - as far as the UK, Australia and Canada.

Both the size and the price of Creative Block artworks are set, regardless of artist tenure or medium. Each Creative Block carries the artist's biography on the back. This allows the artists to enjoy significant exposure as these artworks are displayed around the globe, travel to art fairs and are in the collections of the public, patrons and corporate offices.

A regular hand-in takes place at specified locations. Artists are encouraged to attend the hand-in day in person. Many are self-taught and it's through the curator's critique at each hand-in - similar to master class feedback - that artists develop their style and talent further.

When work is accepted the artists are paid within 24 hours according to the number and size of blocks, and artists collect more blocks to present for the next hand-in day. In the event that no artwork is accepted, a participating artist may still take more blank blocks.

No "wet" work will be considered for review and the use of quality material is essential.

Should an artist fail to develop or maintain consistent quality of output, we reserve the right to withdraw our invitation for participation.

Talented full-time artists who want to participate in this program are invited to submit their portfolios and biographies to traffic@yellowwoodsart.co.za.

The status of your application will be notified in writing.



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