

# **Gothenburg Art 21**

## **- compete to colour a city**

### About

Gothenburg Art 21 is a competition and an opportunity for you to help colourise the city of Gothenburg!

During the year of 2021, the city of Gothenburg will celebrate its 400<sup>th</sup> anniversary and by then several city development projects will be completed. One of these will be the creation of a 21 km (13 mile) long stretch of public art. This year a project, started by the West Sweden Painting Contractors Association, will run a competition to find creative ideas on what to paint, colour schemes and other great ways of making “21 km of Art” happen. The resulting competition is open to the entire world and we invite anyone and everyone to submit their ideas!

Competing is as simple as sending us your artwork or colour scheme for an area in “21 km of Art”. When you have submitted your entry, you are helping unemployed youths to find a job, competing for 2000 Euros and you also have a chance to win a visit to Gothenburg!

### “21 km of Art”

“21 km of Art” is an art project that will be completed in time for Gothenburg’s 400<sup>th</sup> anniversary in 2021. The contest’s winning submissions will be created along a 21 km (13 mile) long stretch running straight through Gothenburg. It will include painted art and some smaller sections might also include lighting. The distance will be called “21 km of Art” and will run from Blå Stället Culture Centre in the northeast of Gothenburg to the Röda Sten Art Hall by the North Sea in the west.

### How to compete

We will accept submissions between the 4<sup>th</sup> of April and 6<sup>th</sup> of June on our website [www.sattfargpa.se/gothenburgart21](http://www.sattfargpa.se/gothenburgart21). Here you can find inspirational videos, submit your entries and share your entries to collect votes. You can also find information about the areas, prizes and the project behind Gothenburg Art 21.

### How to vote

Anyone with a computer, tablet or a smartphone can vote. You can vote one time from each device. To collect more votes, you can easily share your entries on your social media channels. The voting takes place through the website [www.sattfargpa.se/gothenburgart21](http://www.sattfargpa.se/gothenburgart21). You can vote from the 4<sup>th</sup> of April until the 3<sup>rd</sup> of July.

### How to win

At the 3<sup>rd</sup> of July, the 21 entries with the most votes will qualify for a final round. In the final round a jury will decide the 12 winners. The jury consists of artists, architects and city developers from Gothenburg. The winners will be presented during a live streamed event during Gothenburg Culture Festival (16<sup>th</sup> – 20<sup>th</sup> of August).

### Prizes

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- **Diamond:** 2 winners will be invited to Gothenburg to perform and paint their entries. They will also receive 2000 Euros each.
- **Gold:** 10 winners will receive 1000 Euros each. The winning entries will be created by unemployed youths from the suburbs of Gothenburg with help from experienced professionals.
- **Silver:** A maximum of 2021 winners will get their entries created by unemployed youths from the suburbs of Gothenburg with help from experienced professionals.

#### By who

Your entry can make a difference for people living in districts of Gothenburg with a high unemployment rate and submitted entries will help create work opportunities.

Gothenburg Art 21 is a competition created by a project called Let's Colour Gothenburg. Let's Colour Gothenburg puts unemployed youths into work and aims to unite the city. During the project, the participating youths will be training to become professional painters. The project recruits youths from the suburbs of Gothenburg where the unemployment is high. During the education the participating youths also get to reinvigorate the suburbs with paint and colours.

Let's colour Gothenburg is operated by West Sweden Painting Contractors Association, AkzoNobel, Gothenburg's 400<sup>th</sup> anniversary, The Framtiden Group, State Employment Agency, Labor Market Department in the city of Gothenburg, EU/ESF West Sweden and Sweden Inheritance Fund.

#### Past projects:

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