

## St. Margaret's House

21 Old Ford Road, London  
E2 9PL; 020 89802092  
stmargarethouse.org.uk



# Sustainable Stroll Map Competition Pack

### The opportunity:

Design a colourful, eye-catching map of the area surrounding Ayoka (our Charity shop) and St. Margaret's House, highlighting some of the other charity shops in the local area.

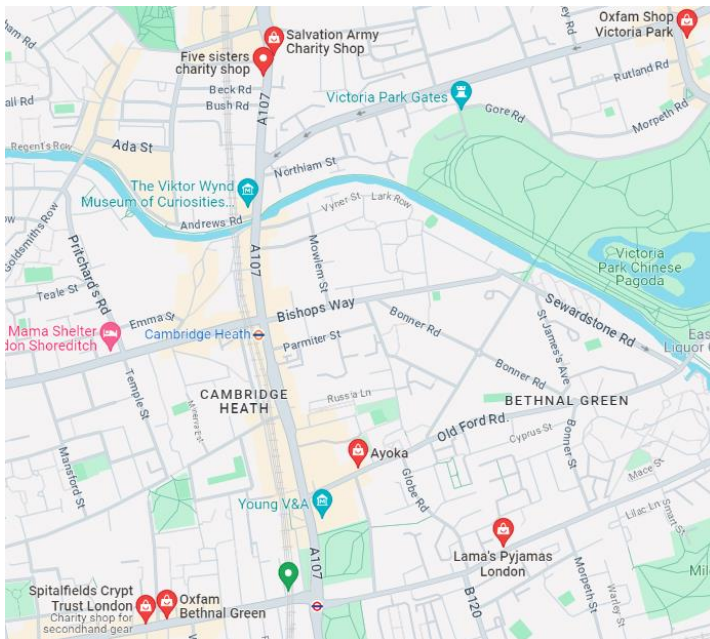
The map will be screen-printed on a tote bag and sold in Ayoka and The Gallery Cafe. This project aims to increase brand awareness of St. Margaret's House, The Gallery Cafe, and Ayoka, engage our local community and connect similar charity shops in the area.

### About St Margaret's House:

St. Margaret's House (SMH) is an arts and wellbeing charity located in Bethnal Green. We offer a wide programme of events, workshops, gigs and exhibitions throughout the year in our non-traditional spaces, all with a community, arts, and wellbeing focus. SMH runs the excellent Gallery Cafe, producing seasonal vegan food, and our treasure trove of a charity shop, Ayoka, which is the focus of this particular project.

We are excited to receive applications from anyone interested in this project and are particularly keen to see applications from locally based artists.

### Competition specifics (Project Brief):



1. The map must cover the specific area in the above image.
2. It will highlight Ayoka, St. Margaret's House and The Gallery Cafe as the starting point and follow a route around the local area highlighting seven other charity shops (Lama's Pyjamas, Jambala, Oxfam Bethnal Green, Spitalfields Crypt Trust, Five Sisters, Salvation Army & Oxfam Victoria Park)
3. You can choose to present the design in one or two formats: **Format 1 (mandatory):** must use a **maximum of six colours** from the SMH design palette (see below). This is the design that will be screen-printed on the tote bag. **Format 2 (optional):** If you choose to submit a second version you can do so using as many colours from the SMH design palette as you wish. This design will be printed on paper.
4. Your design must meet the following technical specifications: Artwork in a Vector AI or EPS file with all fonts converted to outlines, pantone references from the solid Pantone book, CMYK Full Colour Image, ideally minimum DPI of 300.

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5. The map will be printed on a tote bag and an A5 paper version and sold in Ayoka and The Gallery Cafe.
6. The competition winner will be chosen by a panel of St. Margaret's House and Ayoka staff.

### Competition timeframe:

- Please submit your application by 23:59 on Sunday 24<sup>th</sup> March 2024
- The competition winner will be announced the week commencing Monday 25<sup>th</sup> March 2024.
- The artist will be invited to SMH in April to finalise the design plans.

### What the winning artist gets:

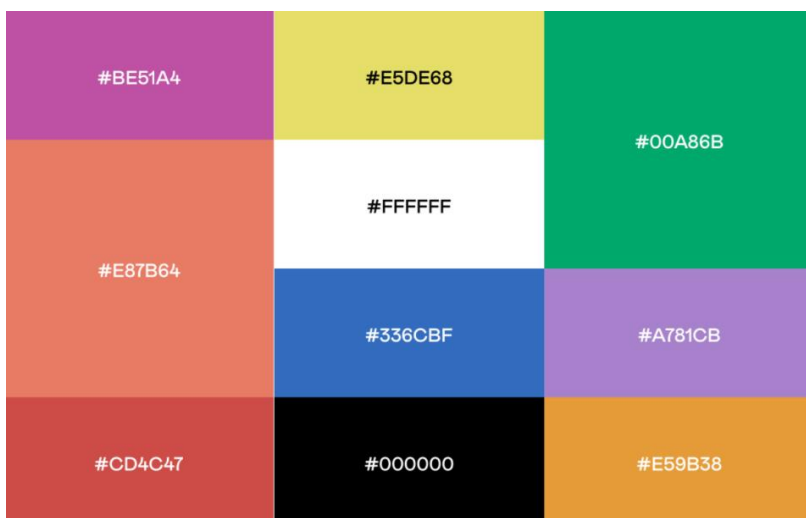
- £300 one-off fee for their work
- X 3 free meals in the Gallery Cafe, when working on the design or meeting the team at St. Margaret's House.
- The opportunity to work on a piece that will be featured on a widely distributed tote bag.
- St. Margaret's House will feature the winning artist on their website, social media, and in the physical locations in which the tote bag will be sold.
- The artist's details (website/social media accounts, etc.) will be featured on the map leaflet.
- Potential for future artistic collaborations with SMH and our network

### How to enter the competition:

Please email the following documents to [comms@stmargarethouse.org.uk](mailto:comms@stmargarethouse.org.uk)

- A short overview of your ideas for the map design, a description of your artistic style, and why you have entered the competition (max 1 side of A4)
- Photos of your previous work (send via a WeTransfer link, or link to a digital folder/social media platform).
- Estimated time frame you would need to complete the work
- **Optional:** You can choose to submit design sketches of the map to support your application (A basic outline of your initial thoughts and ideas. These can be hand-drawn or digitally produced sketches, whichever best suits your artistic style).

### Colour palette:



### Links for wider context and research purposes:

St. Margaret's House: <https://www.stmargarethouse.org.uk/>  
Ayoka: <https://www.stmargarethouse.org.uk/ayoka>