

## ‘Malvern’s I Paint Today - En Plein Air Competition’

**Dame Laura Knight – I Paint Today.** Saturday 13 January to Sunday 30 June 2024 |  
Worcester City Art Gallery and Museum.

Dame Laura Knight (1877-1970); one of the most significant and prolific painters of the 20th century and the first fully elected female member of the Royal Academy. She was a great celebrity in her time, frequently **visitor and painter of Malvern** and *en plein air* artist. In 2024 she is to be celebrated in a retrospective exhibition ‘Dame Laura Knight - I Paint Today’ at Worcester City Art Gallery and Museum; a significant event for Worcestershire but for logistical reasons this exhibition is unable to take place in Dame Laura’s beloved Malvern.

### **How can Malvern mark this national but local event too?**

Malvern plans to mark Dame Laura Knight’s retrospective exhibition and her many painting visits here by holding an en plein air painting competition event\* for both national and local artists.

It is an opportunity for Malvern to attract national en plein air artists to the town and hills to experience what Dame Laura Knight enjoyed, and rediscover Malvern’s artistic history. Malvern can promote itself as a location for artists, as a contemporary arts destination whilst promoting the visual arts locally too. It would provide a national showcase opportunity for Malvern. Can you imagine the photographs sent out across the UK by artists and visitors via their Instagram accounts showing Malvern depicted by artists?

This **Creatives Connect Malvern** devised event, would be run and promoted by them, and supported by its volunteers. **Malvern Hills District Council** are eager to support and include this event in its Water Festival as a way of including Malvern in the exciting Dame Laura Knight activities.

The proposed competition date is Malvern’s Water Festival and Well Dressing day at 6th May Bank Holiday 2024 whilst the Worcester Museum DLK exhibition is running.

This event aims to reestablish awareness of Malvern’s visual arts history, alongside Malvern’s rather better remembered musical or literary history. It would provide a focus for visual arts in Malvern both nationally and locally in 2024 and has the potential to establish a visual arts *en plein air* legacy for events in future years.

**Would you like to be involved and sponsor this exciting event in full or part?** We are looking to raise a modest £4550- £5450 in total with some costs being recouped from prebooked entry ticket sales. See sponsorship opportunities and breakdown below.

If you would like to know more about en plein air events, about what is proposed here **or** to be the event's sponsor **please get back in touch ASAP.**  
Many thanks.

### **Additional INFORMATION**

#### **\* What is an en plein air competition and how does the day happen?**

.... artists arrive on the day (8am-) having previously purchased their entry ticket online (Jan)... then get their paper or canvas stamped to show that no pre-preparation was done (all artwork must be a completed on the day) ....then they choose a spot locally....execute a painting and the public get to see artists working on site all around the town or hills...later the completed artwork is taken to a pop-up show 3.30/4 pm - work is often displayed on the artists own easel...(judging takes place ASAP -within an hour) ...winners are then announced, prizes given and the public then get to view a free pop-up exhibition of all artwork from the day in its great variety, plus have the opportunity to buy the artwork too.

#### **Important aspects to make Malvern's I Paint Today - EN PLEIN AIR event a success...**

**Location and SPARK...**we have both the fabulous location (town,hills,wells,views) and the local but national Dame Laura Knight en plein air connection and retrospective exhibition....existing capacity to display the final artwork pop-up exhibition undercover in Priory Park if it is wet. (Bus shelters area)

**A day with good footfall...**it is proposed attaching this event to others happening in town on the same day to create a bigger buzz in town with more to see and participate in on that day. The 'carrot' of a potential sale is important to attract participating artists, not all will be 'the' winner.

**Prizes worth travelling to Malvern for** ...main prize of £2000 and a good 2nd (£1000-500) and 3rd prize (possibly art materials/exhibition opportunity here)  
...obviously the more prizes the better (best local Worcs artist? Best Watercolour? Oil?Visitors favourite?etc etc)

**Judges and a judges fee** ...needs to be of a national standard (artist's Society Presidents and Past Presidents /etc)...museum curator...art critic/TV judge etc (3 judges ideally national+local)

**Publicity** - approaching well established en plein artists personally to take part and share their involvement on socials/national advertisement on artist opportunity noticeboards(a-n) /artist magazines will also promote events as short articles/ Instagram etc AND local Worcestershire council sites etc. Flyers for on the day re the pop-up show. We would also attempt to gain national press and TV interest in the event and Malvern itself.

**This is event is a national and outwardly showcasing event, but firmly brings the focus to back to Malvern and what it has to offer as a place to visit and live.**

**Planning ahead and plenty of notice** - this is vital so that judges can be booked and artists keep a slot in their diary. PLEASE get in touch ASAP if you would like to be involved.

**Organisation on the day**

...registration place (possibly with a DLK link) **UPDATE...** MOUNT PLEASANT hotel have kindly offered the use of their Dame Laura Knight suite 7.30-9am as a registration venue 🙏 we also have some sponsorship pledges too)

...stamping volunteers....volunteer stewards to help artists find the park and display area/or help out. (Creatives Connect Malvern arts volunteers)

Logistics

**SPONSORSHIP...individual prizes £2000 £1000 £500/judges fee £1000-1500/printing costs (flyers and signage) £350.....TOTALLING a modest £4850**

CREATIVES CONNECT MALVERN - are a cross arts community group of volunteers.

Information about the Dame Laura Knight exhibition and Malvern trail use these links

Event: [Dame Laura Knight Trail - Visit The Malverns](#)

Blog: [Follow in Dame Laura Knight's Footsteps with New Trail of The Malverns - Visit The Malverns information about the Dame Laura Knight exhibition and Malvern trail use this links](#)