

Call for Artwork

Lyng Flowers: A Summer Project for Artists

An opportunity for anyone connected with Lyngblomsten

Who:

Anyone connected with Lyngblomsten in some way.

When:

Submissions accepted until September 30, 2018.

What:

Lyngblomsten is seeking artwork for its general greeting card, and we'd like it to feature the lyng flower.

Instructions

Here's what you need to do to have your artwork considered for the project:

Create

- Lyngblomsten is seeking artwork for its general greeting card. Currently the card features a one-color sketch of lyng flowers. **We would like to continue to feature the lyng flower**, but in a fresh design. Preference will be given to illustration or painting, but other mediums will also be considered.
- The selected artist's artwork will be featured on the front of the card and the artist named on the back of the card.
- The cards are used primarily by the Corporate Office. They are used typically to send a handwritten personalized note and occasionally as invitations.
- The lyng flowers are part of the branding of Lyngblomsten, so a style that is somewhat formal and realistic, but warm, would be most useful. Avoid abstract or overly whimsical styles.
- Unless you are doing a black-and-white illustration, be sure to incorporate dark purple into your design.
- We will post images of lyng flowers on our website for your reference.

Why the lyng flower?

- At the time Lyngblomsten was founded in 1906, the lyng was the national flower of Norway, and the founding women chose to honor their home country by incorporating it into the name of the organization.
- Sample images of lyng can be found online at www.lyngblomsten.org/LyngFlowerArt.

Submit

- Please submit your entry to the main reception desk at Lyngblomsten Care Center (open 7 days a week 8 AM–9 PM) by September 30, 2018.
- Please submit an art submission form along with your artwork. Forms are available online or by calling (651) 632-5318.

Note: *Submitting a piece of art does not guarantee it will be featured on one of the cards.*

Selection

- In October, a panel of Lyngblomsten representatives will review all submissions and select a piece for the greeting card.
- Your original artwork will be returned to you.

**For more information, contact
Andrea Lewandoski at
(651) 632-5318 or
alewandoski@lyngblomsten.org.**