



Within The Limitations

Open Call

Ashford Visual Artists have launched their first ever inclusive Open Call.

It's exciting as anything goes. The call is open to everyone, everywhere, with or without any art experience and for all ages. There is no theme, snobbery or judgement - just an invitation to an all-inclusive FREE Instagram platform and once your work is sent in, to be included in an exhibition.

The only criteria: the artwork must sit within the limitations of a compact disc 12 x 12 x 0.5cm, be uploaded onto Instagram, you follow and credit **@ashfordvisualartists** & **@withinthelimitations** and if you want it in a FREE local exhibition, that you mail it in.

Within The Limitations is Gregory Daines' creation, as part of Ashford Visual Artists, as a way to re-purpose tons of plastic waste. "This project started in response to a vibrant project by Lorrain Mailer, who herself was exploring themes of recycling the un-recyclable. I had come along to film an installation that involved thousands of CDs, placed in the grounds of a graveyard, shiny side facing up. In the store room, she had bags and bags of CD cases, like many clams, shelled and discarded by human consumption."

Details to enter by 14th February are available at

<https://www.ashfordvisualartists.com/withinthelimitations.html>

The value of collaborative work should never be overlooked, as the idea for Within The Limitations was born because Gregory tentatively shared his idea at AVA's committee meeting, expecting it to be turned down, but it was accepted with enthusiasm.

“What makes the project so special is that it is so diverse. We’re all used to seeing open calls which are on a particular theme, constraining or warping our creative freedom to be constrained by an exhibition's requirements, we wanted to offer something more versatile. Whilst we like an ‘anything goes’ approach we wanted to give some consistency, which is why Within The Limitations works so well. The beauty of the project is that it is accessible. With the cost-of-living crisis, art is often the first to fall off the list of needs and few artists thrive in a recession. We wanted to make something with very little cost, no entry fee. The submission process costs no more than that of an envelope and a postage stamp. The scale of the submissions means that we can open it up to a globe audience. We’re really excited to see where it leads.”

Gregory Daines’s work usually straddles the digital and the traditional, incorporating new technology and vector artwork with relief printing, paper cuts and screen printing. *“I try to find solutions rather than problems, there is opportunity everywhere you look. It’s the old phrase, ‘one person’s trash is another person’s treasure’. Seeing these mass-produced, but high-quality transparent CD cases, caused me to imagine a gallery full of these tiny CD case frames. I asked Lorrain if she had uses for the cases, and with nothing immediate in mind, I shared my vision.”*

For Daines, the meaning of art is to give pause and thought and change how one thinks. Visit any gallery and watch the people and you’ll see as many in deep thought as looking outside of oneself into the artwork. *“Galleries offer a space that lets the mind wander. In our busy, screen-dominated days, the opportunity to walk through rather than ‘doom scroll’ allows us to experience imagery at a human pace.”*

Lorrain Mailer’s work with CDs illustrates the wonderment of technology that we invested billions in around the turn of the millennium, which now, although obsolete, marks another line in the sedimentary geology that humans are leaving as part of the Anthropocene epoch. Her installations have been rolled out in fields and parks, layered like scale armour in the naves of churches or tangled in nets on our coastline.



Within the Limitations is open to all. Artworks need to 12 x 12cm and no deeper than 0.5cm. Any media or medium is accepted, although no brands or logos can be used. Send in the name of the artists and the title of the work. If social media handles are available, then include these too. The deadline for the submission is 14 February 2023. Full details are available on the website.

www.ashfordvisualartists.com/withinthelimitations.html