



SPECIAL OLYMPICS
WORLD WINTER GAMES
AUSTRIA 2017

Graz | Schladming | Ramsau | Styria

Heartbeat for the world

Date: November 2016

To: Special Olympics Program Leaders

From: Regina Uedl, Ruth Matthews and Marc Angelini
Special Olympics World Winter Games Austria 2017
Art and Culture Committee

Subject: Inclusion Painting Project Invitation

You are invited to participate in the SOWWG 2017 Inclusion Painting Art Project

Never before seen in the art world and an important part of the Art and Culture program for the 2017 Games, the **Inclusion Painting** project will feature pieces of art created through collaboration between a Special Olympics athlete, a well-known artist and a high profile politician or government leader. The pieces of art will be displayed in Graz (Austria), and sold with proceeds benefitting both the Games Organizing Committee and your Special Olympics Program.

The goals of the **Inclusion Painting** project are to:

- Demonstrate and teach the message of inclusion in a unique way to reach broader audiences
- Provide Special Olympics Programs a tool to engage prominent leaders in the government and cultural sectors
- Showcase the creativity and ability of people with intellectual disabilities, and continue to promote acceptance through affiliation with high profile individuals
- Raise funds

Project Specifications

Participant: Each piece should be completed by three people from your country – a Special Olympics athlete (or artist with intellectual disabilities); a professional artist; and a prominent government leader (such as a member of the Royal Family, the President or Prime Minister, or other well-known political figures). The goal is to have recognizable names participate in the project, in order to create the highest interest and value for the artwork.

Theme: The theme of the artwork should be around “Inclusion through Sport” or “Inclusion in Sport”.

Size: The artwork must be 60cm x 60cm or 80cm x 80cm.





- Format:** The technique for creating the artwork is open - it can be a drawing, oil painting, watercolor or another medium of your choosing. The painting or drawing style of the piece is also open – it can be abstract, realist or any other style.
- Process:** We suggest that the Special Olympics athlete and the professional artist collaborate
To make the first drawing or painting on the canvas. The professional artist should be responsible for dividing the space on the canvas. If the canvas is 60cm x 60cm, then 20cm x 20cm should be reserved for the government leader. If the canvas is 80cm x 80cm, then 30cm x 30cm should be reserved for the government leader. After the professional artist and the athlete complete their portion, the canvas can then be sent to the prominent government leader for completion. All participants should sign the artwork following completion.
- Exhibits:** Jan 2017 Graz (Austria), the City of Human Rights
Mar 2017 Artwork displayed during the World Games
- Fundraising:** Artwork will be sold with 50% of the proceeds benefitting the Special Olympics Program and 50% benefitting the Games Organizing Committee.
- Value:** Value of the pictures will be set based on three criteria: (1) Appearance; (2) Popularity or profile of the participants; and (3) volume of participants in the project (more participants will result in more interest from the art community and thus higher demand for the pieces of artwork).
- Media:** Once the participants in the project are confirmed, the GOC and SOI will be providing a media/PR toolkit to the participating Programs to promote the initiative locally (in addition to other promotion that will take place worldwide and in exhibit locations).
- Deadlines:** 31st of January Artwork completed then shipped to Graz Office Attn. Ruth Matthews

Following the completion of the Games, we invite you to continue the **Inclusion Painting** project to support your own Special Olympics Program and possibly engage other prominent individuals such as celebrities and professional athletes. However, while the project launches we appreciate you keeping the idea quiet and within the Special Olympics movement as it has many promising benefits for the future.

*We hope you are favorable to the idea of the **Inclusion Painting** project and agree that it will add value and awareness for your Program. In order to determine preliminary interest, we ask that you please briefly respond to Ruth Matthews at ruth.matthews@austria2017.org within the month of November if you think this is a good idea for your Program. This would be a commitment and will allow us to understand the number of Programs interested in the project.*

Thank you and we look forward to hearing from you as soon as possible!

