

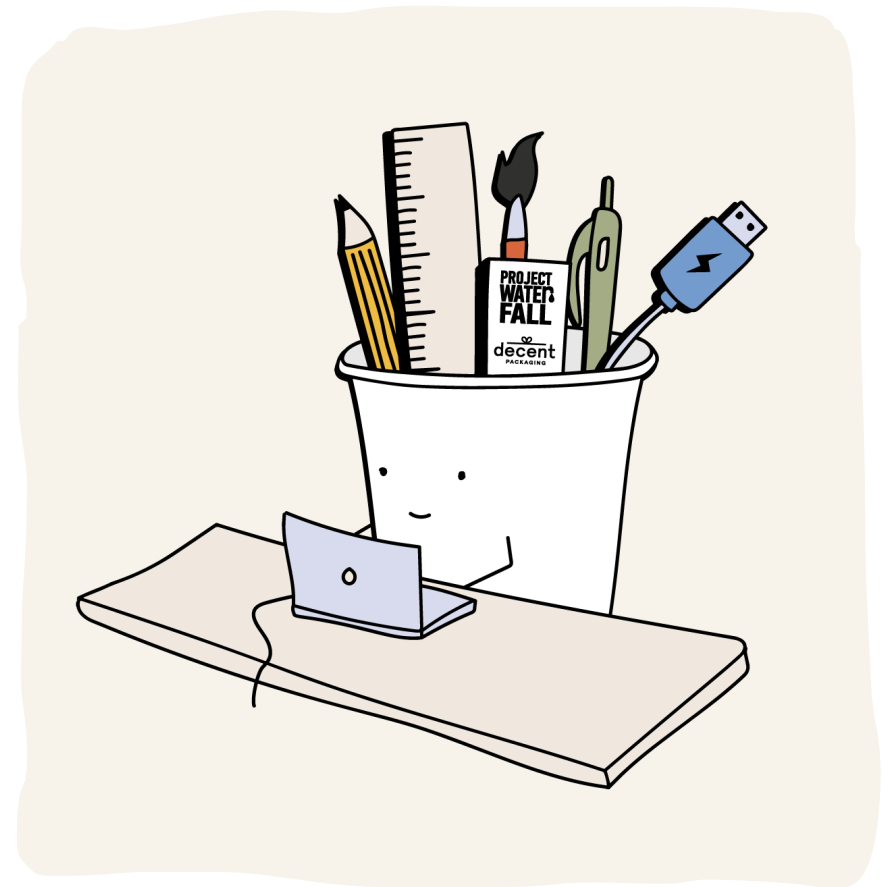
## The Overview

Talented creatives, we want you! Here at decent, we embrace community, collaboration, and communication. This is why we continuously work with local artists to create unique prints for our Compostable Canvas limited edition cup ranges.

This time around we're doing it differently (and all for a good cause!). We're partnering with charity [Project Waterfall](#), and are opening our doors for local emerging or established artists to submit a bespoke piece of artwork to be considered for our next Compostable Canvas range. You can check out our latest [here](#).

The winner will not only gain substantial exposure within the coffee industry and beyond, but will help raise awareness and funds for Project Waterfall. A donation will be made from all cups sold directly to the charity, to help bring clean water, sanitation and education to coffee-growing communities across the world!

The winning artist will also receive a coffee hamper to help step up their at-home coffee game - including a Moccamaster (colour of their choice!) and other coffee-related items from our partners to guarantee to keep them caffeinated for months to come.



## The Competition

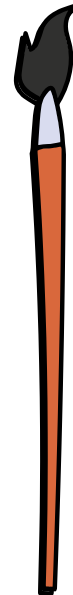
The process to enter is easy. All we ask is for you to [register your interest](#), then submit a piece of original artwork that represents a creative and unique connection or answer to the question “what does clean water mean to you?”.

We encourage you to be as free as possible in the interpretation of this theme but to keep in mind that we are aiming to raise awareness of the Project Waterfall charity.

Artwork needs to be submitted using the template provided, and emailed to [hello@decentpackaging.co.uk](mailto:hello@decentpackaging.co.uk) using subject line “Project Waterfall x decent Packaging Artist Comp”.

Please submit your entry before 5pm on Friday 11 March 2022. Please note that by submitting your entry you agree to the terms and conditions [here](#).

Shortlisted artworks will be selected by decent Packaging and exhibited and judged by the public at the London Coffee Festival event (31 March - 3 April 2022). The winner will be announced on Sunday 3 April 2022.



## The dos and don'ts

### What is desirable:

- A graphic interpretation of “what does clean water mean to you?”
- A graphic portrayal raising awareness of the Project Waterfall charity.

### What this brief is not asking for:

- A literal interpretation
- Storytelling
- Using text to narrativise the message





# decent x Project Waterfall

## Compostable Canvas Competition



→  
TOP RIM  
OF CUP

→  
BASE RIM  
OF CUP

### Guidelines

Please provide your design as vector art if possible.

6 colours maximum in design (white doesn't count as a colour)

### Template Dimensions

Width: 270mm

Height: 125mm