Art in the Park - Call for exhibitors October 2026

This is a call for exhibitors to take part in the next Art in the Park, to be held on 23rd to 25th October. This will be the 14th Art in the Park.

We welcome any visual arts, not only paintings and photos, but also wood-carvings, fabrics, etc. Note this event is not Craft in the Park, we want art, not the sort of crafts that are often seen at markets in Lilongwe.

Why be an exhibitor at Art in the Park?

Most established artists in Malawi know that Art in the Park (**AITP**) has become Malawi's biggest regular art event, held every year at Four Seasons 'park' in Lilongwe since 2019 (usually twice a year). AITP attracts many visitors as it is an opportunity to see the best of Malawi's visual arts sector. So Malawian artists think that AITP is a great opportunity to demonstrate their skills to influential Lilongwe people and also to get some sales.

Funding the event

Most artists who exhibit at AITP get some income from sale of their work at the event. In return for their attendance, artists pay to AITP 15% of their sales. With this charge to artists, together with entrance charges paid by visitors to the event, AITP aims to cover the costs of staging each event. In addition, the event enables WESM to attract sponsors that will contribute to WESM's environmental work with schools in the districts around Lilongwe.

What will be different this time

In October, we expect to have capacity for up to 40 artists to display their work (the last event had 45 artists and that may have been too many for the space). So it will be a little more competitive this October. If you want to be an exhibitor, read the following page carefully.

Also, we plan to run a competition for an art piece (displayed at the event) that *best encourages Malawians to look after their environment*. The successful piece may be auctioned on the opening night. Contributing to this competition is optional. More about this later.

As in previous AITPs, we encourage innovation. This time we may include some art pieces that may not be immediately 'sellable', perhaps displayed in a separate 'innovations gallery'.

When selecting exhibitors, the judges ask themselves which mix of 40 different artists are most suitable for attracting visitors to come to the event (each paying the gate fee), for creating an event that is both memorable and entertaining for visitors, as well as for generating art sales.

Application guidelines

If you have been an exhibitor at a recent Art in the Park

If you have exhibited your work at one or more of the last four Art in the Park events and you want to apply, these application guidelines apply to you:

- You must send an application to Nick Hall by Saturday 28th June.
- This time we will selecting artists based on what and how each artist proposes to exhibit in October. So, unlike with previous AITPs, we will select artists based on their overall display proposal, not just the quality of the example pieces in their application. Therefore, your application should include a diagram of the proposed display (over 2, 3 or 4 boards) and include photos to illustrate the style of work you will display. For example, an artist might write: *I propose to have 3 pictures on the first board with this style [photo enclosed] and the next board will have 6 pictures of this style [photo enclosed], etc.* So, you need to do some thinking right at the outset. What you include in your application will determine not only whether you will be selected but also will be used to begin to plan the layout of the 40 artists, according to who best fits where. Note that the display proposal in your application can be later modified by you, but only in liaison with the AITP team.
- With one exception (see bullet below), we will select artists whose work we judge is likely to sell reasonably well. An average of over K600,000 per event is the minimum satisfactory from our point of view. If you have not exceeded that amount on average in recent events, your application must include an explanation of how you will sell more in October.
- The exception is if you wish to change your style to something that is more innovative (like art installation or conceptual art) and therefore less likely to be sold. Depending on applications, we may have a separate area at the event for such art. Note that we will not accept many such artists.

If you have *not* been an exhibitor at a recent Art in the Park?

*If you have **not** exhibited your work at one or more of the last four events (from May 2024 through May 2026), these guidelines apply to you:*

- There are many established artists that have attended recent AITPs that will likely succeed in filling most of the 40 spaces we will have in October. As a new artist, the chance that you will be selected is not high. However, we do welcome new artists whose standard is high enough; at the last AITP, of the many new artists that expressed interest, 6 were successful.
- If you are interested to apply, you must first express interest and inform us about your work by sending a WhatsApp message to +265 8888 39804 by end of Saturday 21st June. You must include your name, a brief profile about yourself, and at least three pictures of your work, with any explanation you think is needed so that we can clearly understand your style. You will get some feedback. If your work is exceptional, we may recommend you go on to make an application by 28th June.

If you are selected to exhibit in October, the fee for attendance is 15% of your sales at the event, payable at the end of the event. Details of how this will work will be provided if you are selected. You will also need to be a member of WESM which costs K15,000 per year.

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