

# Competition.

Who needs it?

The importance of entering art and design competitions.

Firstly ...

If you don't want to enter competitions,  
then don't.

There is no obligation.

It is not a necessity.

We should only ever do what makes  
us happy.

But there are some benefits that are  
worth mentioning.

# Exposure, development, opportunity.

Entering art and design competitions is important because it provides valuable exposure, professional development opportunities, and critical validation for an artist's or designer's work.

Competitions serve as a launchpad for emerging careers by increasing visibility and offering tangible benefits like cash prizes, exhibitions, and publication.

# Professional Validation and Credibility

Being selected by a panel of expert judges validates the quality and originality of an artist's or designer's work.

This can be a significant confidence booster, and add credibility to your professional profile or CV.

# Recognition and Awards

Winning or being shortlisted in a reputable competition provides a distinguished accolade that sets an artist or designer apart from their peers.

These awards can be leveraged for future grant applications, gallery representations, freelance projects and broader career opportunities.

# Exposure and Networking

Competitions can increase your visibility as they often have media partners and an extensive promotional reach, especially online, via websites and social media feeds. Their followers get to see your work.

Winning entries also get featured in magazines, online galleries and exhibitions, putting the artist's or designer's work in front of a wider audience, including curators, collectors, and potential clients.

# Networking Opportunities

Participation often leads to opportunities to connect with fellow artists, designers, industry professionals, agents, employers and key figures in the art and design world, fostering valuable relationships and potential collaborations for both the short and long term.

# Career Advancement and Opportunities

There are real tangible benefits to entering and succeeding in competitions. Prizes frequently include cash awards, art supplies, mentorship, solo exhibition opportunities and freelance opportunities which can provide necessary financial support and resources for an artist or designer to develop their practice.

# Portfolio Building

A competition provides a deadline and a specific goal, which can motivate the creation of new work.

Deadlines are good!

The structured nature of competitions provides a deadline that encourages artists and designers to complete projects and can push you to refine your work to meet specific criteria.

Also, highlighting your competition participation and successes in a portfolio strengthens and enhances your future relationships with galleries and/or employers.

# Constructive Feedback

While not all competitions offer individual feedback, the process of comparing one's work against others in a competitive setting can provide a critical external perspective and an opportunity for self-assessment, self-reflection and artistic growth.

# So, what's out there?

In summary, competitions offer a structured environment for artists and designers to challenge themselves, gain recognition, and propel their careers forward.

Here are some to consider ...