

Calling all students...

# welcome

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**Cardiff; a multi-cultural capital city which welcomes thousands of students from across the globe every year to study, live, and make their mark.**

**This September, FOR Cardiff needs your help to welcome the next multi-cultural generation of students to this wonderful city you now call home.**

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And what better way to welcome them than by showcasing the breadth of talent that already exists right here in Cardiff?

FOR Cardiff are calling on you to submit a piece of artwork that embodies the spirit of Cardiff, with the chance for you to have your artwork exhibited across the city.

At the end of the campaign, the chosen works will form part of a city-wide campaign to welcome the international student body to Cardiff.

This is a great opportunity to showcase your work and tell Cardiff — and the world — what we're all about.

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## So, what's the task?

A simple welcome — in any language — makes you feel at home, so we want you to create a piece that you feel relates to the theme of "Welcome".

Our city is a melting pot of different cultures – so we want the next generation of students to feel connected to Cardiff and like they're at home. Therefore, all pieces should feel welcoming, inclusive and positive.

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## What you'll deliver:

Character design, illustration, and photography are just some of the ways this can be demonstrated.

A pdf document of no more than 10 pages outlining your concept and final pieces.

This can be something you've already created or an entirely new project — it's up to you!

**So, get creative, express your style, embody the spirit of the city, and champion what 'welcome' means to you — and how it appeals to the next generation of students.**

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## The deadline

Work must be submitted by Monday 25th July, 12pm.  
Shortlisted entries will be notified by Friday 29th July.  
The campaign will be live from September 2022.

**Send your ideas to: [forcardiff@wearecowshed.co.uk](mailto:forcardiff@wearecowshed.co.uk)**