



The Pull of the Fells: Overcoming the mountains and the mind Competition

The Armitt: Museum, Gallery, Library in Ambleside is launching a competition for young people to design the exhibition poster for their new 2022 display on mountaineering, climbing, and fell walking in the Lake District.

The winning entry will have their design used on all marketing material for the exhibition, plus other winner benefits including £100 and free access to our events programme during the year.

Brief

The Armitt is looking for a unique, eye-catching, and adaptive design that reflects mountaineering, rock climbing, and fell walking in the Lake District. Possibly taking inspiration from landscape illustrations, walking guides, or something entirely new. We'd like to see creativity and flair.

The design needs to include the exhibition title: **The Pull of the Fells: Overcoming the mountains and the mind** and it is also important that the design can be used adaptively to fit with portrait and landscape sizes, or indeed on smaller copies such as leaflets and larger marketing items such as wall banners.

The design can be hand drawn or computer created but it will need to be able to be printed digitally and have good resolution to increase or decrease as needed.

Prize

The winning entry will be awarded:

- Their design on all marketing material for the exhibition and their name credited as the artist/designer – this includes on banners, leaflets, and the introductory panel in the exhibition
- £100
- Invitation to the exhibition launch with additional invitations for up to 4 guests
- Free entry to The Armitt for one year
- Free entry to all events at The Armitt for one year

Submission and Deadline

To submit your design, please send it to faye.morrissey@armitt.com in PDF, JPEG and PNG format to the highest resolution for commercial print.

The deadline for entries is Sunday 16 January 2022.