

Hello

and Welcome from Europe (Spain),

my name is Juan Petry, i am a conceptual artist working in the field of SOCIAL ART and i will use MAIL ART for another social art project.: The FLUXUS Project. It will connect Mail Art with ARTSURPRISE.EU . In ARTSURPRISE we mount refurbished tobacco vending machines in galleries, museums and exhibition halls in Europe and we publish Art in the size of tobacco boxes. You will find more here:

<https://www.artsurprise.eu/service/information-for-artists/>

You are one of 24 selected IUOMA – member I decided to include in this project. As a member i got your address from the IUOMA Website. I selected YOU because i liked your contribution to the platform and i saw that you were recently online, hoping that my mail art will reach you, as it obviously did. In this letter you will find a little art work from my side and a form to fill out with a little explanation about the project.

I have no experience with groups, events and open calls inside of IUOMA and I would like to test before, if such projects are appreciated. Your reaction will help me to understand better. I invite you to be part of the group of more than 300 artists using the project ARTSURPRISE since 2011. Your contribution for this special project is only one sheet of paper (DinA\$, US Letter) useful content for creating a collage and the filled out form.

In sending back this raw material you agree in participating in ARTSURPRISE as an artist and to be promoted as an artist. Here I will describe what happens next if I receive the form and the sheet for a collage from you.

1. I will collect up to 30 replies and close the open call. By less I will close the open call on 2022-12-31 midnight 24hr.

2. I will cut your sheet in 32 pieces and insert randomly picked 3 in 10 little plastic bags. Each bag will contain your artist name.

3. The 2 left over pieces from your sheet I will use with my own material to create 120 little collage pieces in the size of 8 per 5 centimeter.

4. I will charge 120 black ARTSURPRISE BOXES with one of these collage pieces and I will add 3 little bags (from step 2) from different artists.

5. I will create an insert which describes the project. The owner of the box will get the artwork "Collage" and the insert with instructions to continue.

6. The owner of the box is invited to make his own collage by using the material in the bags from the different artists (maybe adding his own material as well).

7. The owner of the box is invited to send his work to one of the artists (related to the bags).

8. On the website ARTSURPRISE he will find a documentation of the project and he is able to add his work in a digital show room for documentation.

Money from selling the boxes goes to the logistics and the ARTSURPRISE Project. Your art will be delivered to more than 75 art locations in Europe. Each box contains documentation about your contribution.

So with a little luck you will get MAIL ART Collage from the owner of such a box if the box contains one of your bags.

The general idea is to spread the information about mail art to the public and to empower them at the same moment to switch from passive art collector to an active art producer AND to use Mail Art to deliver his creation.

Do You like that? Is it easy to understand? Do You join the project? If you have questions please let me know: juan@petry.eu

Happy to get your reaction... best... Juan

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