



Flatland

SOHO HOUSE
ART PRIZE

Applications open from
16th June - 16th July

About the Prize

The **FLATLAND X SOHO HOUSE ART PRIZE** is a collaborative initiative between Flatland Projects and Soho House Brighton Beach House, designed to highlight artists living and working in Sussex. This is more than an acquisition, it's about making visible the ways artists enter private collections, and building ongoing, meaningful relationships between artists and the creative communities that shape this region.

This opportunity supports an artist in becoming part of the Brighton Beach House art collection, which honours Brighton's identity as both an LGBTQIA2S+ and artistic hub.

Sussex is home to major galleries like the De La Warr Pavilion, Towner Eastbourne, and Hastings Contemporary, as well as newer artist-focused spaces like Flatland Projects, Devonshire Collective, and Project Art Works. Together, they form a vibrant and vital arts ecology across the region.

In 2025, one artist will be selected to have their work acquired into the Brighton Beach House collection, which already includes works by artist born, based or trained in Brighton such as David Shrigley, Aimée Parrott, Somaya Critchlow, Sophie Barber, Michaela Yearwood-Dan, Harold Offeh and others.

The Panel Includes:

- Kate Bryan, Soho House Chief Art Director
- Jack Lazenby, Soho House Art Collection Manager
- Ben Urban, Director, Flatland Projects

What the Selected Artist Receives

- Their work acquired by Soho House for the Brighton Beach House collection
- A 1-year global Soho House membership and £3,000 credit to use across all Houses (valued at £6,150 total)
- The opportunity to take part in a panel discussion at Brighton Beach House in October 2025

Who Can Apply

- Artists living in Sussex (must provide a Sussex-based postcode)
- Artists not previously collected by Soho House
- Work must be wall-mounted and no larger than 100 x 100 cm (H x W)
- Work must be suitable for a domestic setting (Soho House guidance will be provided)

Timeline

- Applications open: June 16th – July 16th 2025
- Selection process: July-August 2025
- Selected artist announced: 20th August 2025
- Artwork installed at Brighton Beach House: September 2025
- Public panel talk: October 2025

Acquisition Parameters

Artworks should be:

- Able to be wall-mounted or easily framed for wall-mounting
- Made in the last 5 years
- An original artwork
- Made by the applying artist(s)

Artworks should not be:

- Larger than H 100 x W 100 cm
- Smaller than H 50 x W 50 cm
- Exceed a depth of 10 cm
- Overly explicit or violent in nature
- Contain noxious or toxic substances, have flammability below 50°C, contain human tissue, or incorporate electrical appliances
- Contain a method of promoting other works (whether by the same or a different artist), such as a QR code

Additional Information:

- We will not be accepting works by artists already in the Soho House Art Collection
- If an artwork is submitted unframed or is already framed, Soho House will have full discretion over framing specifications for it (it is likely that we will want to reframe an artwork for its preservation).

Please send all applications to
flatlandartprize@sohohouse365.onmicrosoft.com

If you require a microsoft word document application form please also let us know via this email address.

Application Form

Section 1: Contact & Profile

| | |
|---------------------------|--|
| Full Name | |
| Email Address | |
| Pronouns | |
| Sussex Postcode | |
| Website | |
| Social Media Handles | |
| Press/Articles (optional) | |

Section 2: About Your Practice

Please respond in the following format (or submit a video/audio if preferred):

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| Themes, research, and explorations in your work (up to 150 words) | |
| Mediums you work with (up to 50 words) | |
| Your connection to Sussex and how it informs your work (up to 100 words) | |

Section 3: About Your Submitted Work

Please tell us how the artwork you're submitting connects to your wider practice (up to 150 words).

| | |
|------------------------------|--|
| Title of the Work | |
| Year Made | |
| Size (H x W, max 60 x 80 cm) | |
| Medium(s) | |
| Handling Instructions | |
| Indicative Price | |
| Upload Image 1 (JPEG or PDF) | |
| Upload Image 2 (JPEG or PDF) | |



Section 4: Monitoring Questions (optional)

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|--|--|
| Preferred Pronouns | |
| Age Range | |
| Gender Identity | |
| Sexual Orientation | |
| Ethnic Origin | |
| Religion or Belief | |
| Highest Qualification | |
| Parent(s)/Caregiver(s) Job When You Were 14 | |
| Parent(s)/Caregiver(s) Academic Background | |
| Do You Consider Yourself Disabled or Neurodivergent? | |