

Title: The Perfect Diary 2005 Contribution Call - Deadline 14 July

Date: 28 May 2004

## Contribution call for The Perfect Diary 2005 (or How to make *The Perfect Diary* perfecter)

They say everyone's got a work of art in them, so here's a great chance for you to see yours published. **The Perfect Diary** is a beautiful Australasian, week-to-an-opening diary, made entirely in Australia and distributed throughout the continent. It has a print run of 2,500 (or more) and provides an unusual and exciting opportunity for contemporary Australasian artists and writers to reach a large and diverse audience.

The diary, now in its tenth year, features a space every week where a visual or text work is displayed, with around 55 works shown in all. Because each diary will be carried around (and shown off) by its loving owner for an entire year, the amount of people who will see each work printed in the diary could easily be in the tens of thousands\*.

Many well-known writers, poets, visual artists and photographers have had their work published in **The Perfect Diary**, and many emerging artists and writers have started out in its pages. But fame and fortune is not what **The Perfect Diary** is about.

Behind this unique diary is a simple idea: tenacity does not equal talent - there should be a way that great work can get to a big audience irrespective of the marketing skills of the person that made it. Artists and writers should not have to dedicate their lives to networking in one creative niche in order to get their work seen.

The Perfect Diary selection team doesn't care about biographies, artists statements and quasi-academic flummery, they don't mind if you wrote a poem over lunch, or made a picture waiting for a bus. They don't care if you're old or young, if you're black, white or pink, if you live in the bush, the city or on the street. All they care about is the work you send in, all they require is that it is *perfect*.

The selection team look carefully at every contribution (even the really bad ones) at least twice. Thousands flood in each July (over 3,000 last year) and the selectors have to whittle that number down to 55. Of those 55, one exceptionally perfect work will win the \$1,000 Readers Choice Prize, voted for by The Perfect Diary Readers themselves (one voting slip is printed in each diary).

So what are you waiting for? It's free to send in your contributions and you've got until July 14th to do it.

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\*2,500 diaries are printed, if each is seen by only one other person per month, then 30,000 people will see the works in the diary each year!

