



**PRESS RELEASE**



**WHAT IS THE POINT?  
10 – 15 OCTOBER 2016  
THE STRAND GALLERY, LONDON**

‘What Is The Point?’ is a group exhibition of 45 UK and International artists. Each artist is creating a new artwork for the exhibition, drawing inspiration from, and attempting to answer the question, ‘What Is The Point?’

For 2016, What Is The Point? is proud to be exhibiting at The Strand Gallery, 32 John Adam St, London.

This is the fourth year of What is The Point? organised by WITP, a non-profit organisation that supports contemporary artists by exhibiting their works in vibrant and exciting locations. Through its programme, WITP promote fair payment of artists: when you purchase a piece at a WITP event, you deal directly with the artist and they receive 100% of the profit. WITP’s ongoing objective is to create, promote, maintain and improve opportunities for contemporary artists without compromise to their artistic exploration and development.

This year WITP have extended their reach to include sculpture and video art alongside all forms of 2D art. All the artists involved have agreed to support this initiative as a collaborative artistic process. The artists from the Austria, France, Poland, Spain, Vietnam and USA as well as from across the UK were chosen by a committee from a long list of applicants.

Since 2012 WITP has increasingly grown in size and success. In 2015, WITP’s annual exhibition (responding to the title ‘What Is The Point?’) at the Mall Galleries featured 35 artists, attracted 8,000 visitors, and produced 10 sales and 3 commissions.

WITP also functions on a membership basis that is open to all fine artists and creative practitioners. They are encouraged to support and engage with one another, and communicate and exchange ideas and contacts. With 58 International and UK members currently signed up and with no cap on capacity, the organisation actively welcomes applications from all fine artists.

**Please connect with and follow us via:**

[www.witp-art.com](http://www.witp-art.com) | FB /whatisthepointart | TW & IG @witp\_art and follow our conversations #witp

**Contact:**

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**Notes to editors:**

WITP is a company limited by guarantee registered in England & Wales: 10193210  
Charity Commission registration is currently in process.



**The Strand Gallery**  
**32 John Adam Street**  
**London WC2N 6BP**  
**T: 020 7839 4942**  
**[www.thestrandgallery.wordpress.com](http://www.thestrandgallery.wordpress.com)**

**Opening Hours:**

**Monday to Friday:** 10.00am – 6.00pm

**Saturday:** 10.00am – 3.00pm

**Nearest Tube / Rail:** Charing Cross / Embankment

**With thanks to:**



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