



September 2015

Headstart's Social Vision & Community Work

Headstart Ltd. is the creator, owner and operator of Fresh Paint contemporary art fair, Tel Aviv, and its affiliated brands - Fresh Design, Fresh Paint Special Edition and Fresh Paint Family.

Fresh Paint contemporary art fair, Tel Aviv, is Israel's leading annual art event. The fair functions as a space for the advancement of culture and encouragement of creativity, based on an outlook that views art and artists as a significant element in the social fabric of the nation. The fair presents a contemporary overview of the Israeli art world and allows its many visitors to be exposed to art at its best and to purchase original art.

Goals:

- To serve as a platform and a catalyst for activity in the artistic domain in Israel
- To provide exposure, recognition & income for both new and established artists
- To give the general public access to contemporary art at its best

Fresh Paint, over the years of its existence, has become the biggest, most important, and most influential annual event in the Israeli art world, all while demonstrating its ability to significantly expand the general interest in Israeli art. The public has been swarming to the fair en masse (more than 30 thousand people over five days every year) and joining the local and international professional circles of collectors, curators, art critics and art lovers. One of the reasons for the great success of the fair is the fact that it upholds the international professional standards of the most prestigious art fairs in the world, and represents the best galleries and main art institutions in Israel. Alongside these, the fair presents an **Independent Artists' Greenhouse** and several **community projects**.

Fresh Paint's Independent Artists' Greenhouse - a commercial platform with a social vision

The Greenhouse is a unique model offering a high quality encounter between up-and-coming independent Israeli art and the general public. It is a comprehensive system developed to revolve around the artist and answer his or her every need. Each year, it enables some 50 carefully selected, promising artists, in the beginning of their artistic careers, not only to get the best

exposure for their artworks and make the most valuable connections in the art world, but also to make a living by the sale of their work. Since its inception, this much loved concept proved a big success, with many of its graduates receiving respected awards, museum shows and international residencies, and of no less importance – a fine income.

Artists' admission process

The twelve admissions committee members, consisting of curators, gallery owners, art critics and collectors from Israel and abroad, review the Greenhouse applicants' anonymously submitted online portfolios and choose the artists who will move on to the next stage. In the second stage, the fair curators conduct personal interviews with the artists and visit the selected artists' studios. The anonymous submissions and the annually alternating composition of the admissions committee guarantee maximum diversity and equality of opportunity for all candidates. Every artist accepted into the Greenhouse program receives close guidance for half a year, which includes: work selection, pricing, curation, sales and billing services, and more. The works of the selected independent artists are exhibited at the fair for immediate purchase and collection. An upper price limit is set for the works, and it is possible to pay for the works by credit card in interest free installments, in order to make the purchase more accessible for the public.

The social rationale behind Fresh Paint's Greenhouse

Contemporary Israeli art lacks public exposure opportunities. As such, this high quality art is withheld from a large public who is thirsting to enjoy culture and art. Fresh Paint gives a professional solution to this phenomenon, a solution which is composed of the following:

1. Finding and classifying independent artists by professional standards, through a clean and meticulous selection process, which ensures the artistic quality and professional level of the fair, and the participation of the most deserving artists without the influence of external preferences, cliques or connections.
2. Establishing an entire system for exhibiting works of art for sale, and operating it to create an income for tens of selected artists. Each year, the Greenhouse yields revenues of about 2 million NIS for independent artists.
3. Rendering the works of the selected artists accessible to the public at controlled prices.
4. Establishing a demonstration of quality by integrating the Greenhouse within the context of the country's leading galleries for contemporary art, which boost the project's credibility and give it a seal of quality.
5. Providing paying jobs to tens of art and art history students, who participate in setting up the fair and operating it through its duration. Following the training and work experience they receive at the fair, many workers are able to obtain regular jobs at galleries, museums and other art institutions afterwards.

Fresh Paint's Community Projects

Fresh Paint has been supporting artistic activity for the community since its first year. 160,000 NIS are raised each year by the fair's leading community project – The Secret Postcard Project, for the benefit of The Tel Aviv Museum of Art. Additional yearly projects raised funds for other non-for-profit organizations through the fair's various art and design community projects.

The Secret Postcard Project

Fresh Paint art fair's leading project - Secret Postcard project - benefits the Joseph and Rebecca Meyerhoff Art Education Center of the Tel-Aviv Museum of Art.

This successful project is modeled after the well-known Royal College of Art's RCA Secret Postcard sale in London. Similarly, postcard sized original artworks created by art students and emerging artists, as well as well-known artists, are displayed, anonymously, and offered for sale at the fair. The artworks are each sold for the same amount, on a first-come-first-served basis. Only after the artworks are paid for, can the buyers flip them over to discover whether they have purchased a work of art by a well-known artist or the work of a potential future art world success.

All proceeds from the project fund scholarships for youth who excel in the arts, from underprivileged backgrounds, for studies at the Tel-Aviv Museum of Art's education center's program. 900 postcards out of 1,400 are sold each year at the fair, raising 160,000 NIS for scholarships every year.

Not only does the project raise funds for a noteworthy cause, but it also serves two more goals. It offers more than a thousand affordable artworks to the public and it exposes hundreds of unknown artists.

Other community projects

Through the years, Fresh Paint has initiated, developed, operated and executed additional projects for various causes:

- 160,000 NIS were raised for an art therapy program for children in children's' homes.
- 160,000 NIS were raised for art workshops for children with cancer.
- 100,000 NIS were raised for realizing a "Future Designers" training program for otherwise high school dropouts.
- 120,000 NIS were raised for a design project that promotes tolerance for people with disabilities.
- 370,000 NIS were raised for awards and scholarships for artists, and museum purchase funds.

Fresh Paint is a social business aimed at serving the community of artists and designers, galleries and art institutions, as well as the art-loving general public, by acting as an enabling platform for the Israeli art field.

Headstart Ltd. and the Fresh Paint brands are committed to the following guidelines:

Environmental Performance

- Meeting or exceeding all local environmental legislation
- Minimizing the key environmental impacts of our company's business activities along their life cycle
- Reducing pollution, emissions and waste
- Reducing the use of all raw materials, energy, water and supplies

Human Rights & Social Performance

- Respecting all human rights which refers to international human rights standards, including the Universal Declaration of Human Rights
- Meeting or exceeding all local human rights legislation
- No child labor
- Freely chosen employment
- Minimum wage, hours and benefits
- Humane treatment
- Nondiscrimination/equality
- Freedom of association

Health & Safety

- Treating basic safety and health legislation as a minimum standard rather than maximum
- Senior management's commitment to the establishment of a healthy and safe workplace and to the integration of health and safety into all workplace activities

Anti-Corruption

- Compliance with laws, rules and regulations, especially anti-corruption laws
- No engagement in any form of bribery (receive, offer, promise or give any undue financial advantage whether directly or indirectly in connection with its dealings)
- No acceptance of undue gifts, payments and entertainment

Sharon Tillinger, Co-founder, CEO

Yifat Gurion, Co-founder, Artistic Director



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Headstart's Supply Chain Code of conduct

Headstart is committed to:

- a standard of excellence in every aspect of our business;
- ethical and responsible conduct in all of our operations;
- respect for the rights of all individuals;
- respect for the environment.

We expect these same commitments to be shared by all our suppliers. At a minimum, we require that all suppliers to our events meet the following standards:

Child Labor

Suppliers will not use child labor, as is defined by local law. Suppliers employing young persons who do not fall within the definition of "children" will also comply with any laws and regulations applicable to such persons.

Involuntary Labor

Suppliers will not use any forced or involuntary labor, whether prison, bonded, indentured or otherwise.

Coercion and Harassment

Suppliers will treat each employee with dignity and respect, and will not use corporal punishment, threats of violence or other forms of physical, sexual, psychological or verbal harassment or abuse.

Non-discrimination

Suppliers will not discriminate in hiring and employment practices, including salary, benefits, advancement, discipline, termination or retirement, on the basis of race, religion, age, nationality, social or ethnic origin, sexual orientation, gender, political opinion or disability.

Association

Suppliers will respect the rights of employees to associate, organize and bargain collectively in a lawful and peaceful manner, without penalty or interference.

Health and Safety

Suppliers will provide employees with a safe and healthy workplace in compliance with all applicable laws and regulations, ensuring at a minimum reasonable access to potable water and sanitary facilities; fire safety; and adequate lighting and ventilation. Suppliers will also ensure that the same standards of health and safety are applied in any housing that they provide for employees.

Compensation

We expect suppliers to recognize that wages are essential to meeting employees' basic needs. Suppliers will, at a minimum, comply with all applicable wage and hour laws and regulations, including those relating to minimum wages, overtime, maximum hours and other elements of compensation, and provide legally mandated benefits. Where local industry standards are higher than applicable legal requirements, we expect suppliers to meet the higher standards.

Protection of the Environment

Suppliers will comply with all applicable environmental laws and regulations.

Other Laws

Supplier will comply with all applicable laws and regulations, including those pertaining to the manufacture, pricing, sale and distribution of merchandise. All references to "applicable laws and regulations" in this Code of Conduct include local and national codes, rules and regulations as well as applicable treaties and voluntary industry standards.