

# youngsocialpioneers

**Amy Craig**  
**25 years old**  
**Richmond, Vic**

Amy Craig is the founder of 'the cup project', which profiles young Australian artists on takeaway coffee cups in Melbourne. 'the cup project' seeks to form connections between the wider tea and coffee drinking community and young artists, and in turn increase recognition of the work created by young artists living and working in Australia.



'the cup project' aims to broaden art viewership and form community connections. It also seeks to foster opportunities for participating artists to showcase their work, whether through solo exhibitions or media opportunities. The artists represented are diverse and include poets, illustrators, painters, photographers, sculptors, animators and comic strip artists.

As a young art student, Amy was extremely impressed by the creativity of her peers and the amazing work of contemporary emerging artists in Melbourne and beyond. While her personal artistic practice was being fostered by awards and recognition, many other talented creatives she knew weren't being similarly recognised.

Amy decided to develop a project that would create opportunities for the extremely talented young Australians she was encountering – her efforts led to the creation of 'the cup project'.

Amy is excited and proud to be part of the select group of young change makers chosen to take part in the Foundation for Young Australians' 2011 Young Social Pioneers program, which offers twelve months of skills development, mentoring, intensive training and access to a global network of social innovators.

"I'm really looking forward to being involved in this year's Young Social Pioneers program, and hope to gain the knowledge and skills I need to make 'the cup project' a long-term success," she said.

"Having the chance to bounce ideas off of other Young Social Pioneers in a fun and supportive environment and being able to learn from industry experts will be invaluable so I'm really grateful to be part of the program."