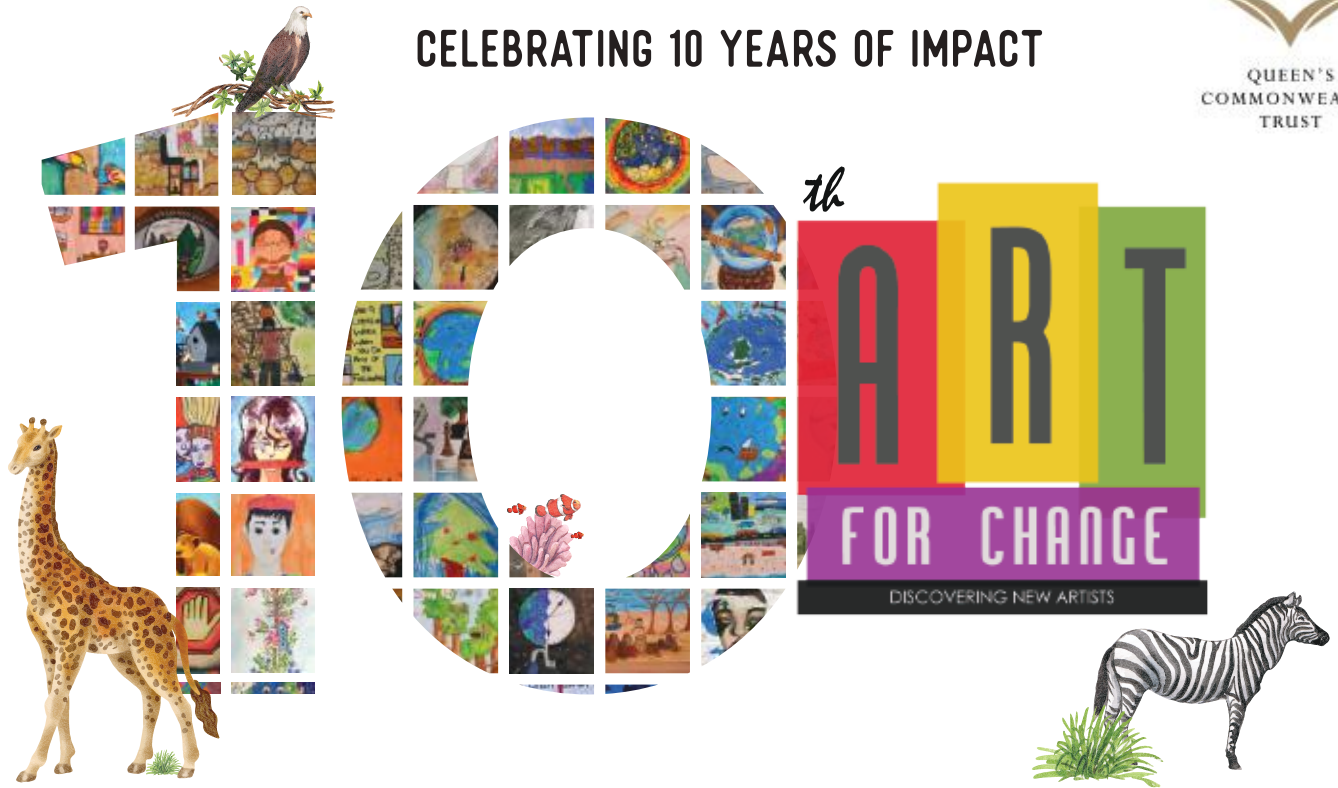


HBL



CELEBRATING 10 YEARS OF IMPACT



THEME

BIODIVERSITY

PROTECTING AND RESTORING ECOSYSTEMS

PRIZES WORTH
PKR 1,000,000

60+ CASH PRIZES
MEDALS
SCHOOL WINNERS
PUBLIC CHOICE AWARD
SDG AWARDS
TROPHIES
STUDENT OF THE YEAR AWARD

OPEN TO 4–15 YEARS

SUBMIT UPTO MAX 2 ARTWORKS
A3 SIZE (12" x 16.5")
BE ORIGINAL & CREATIVE
INTERNATIONAL RECOGNITION

EXHIBITIONS

LAHORE
ISLAMABAD
KARACHI
INTERNATIONAL



AN INITIATIVE OF

IN-KIND PARTNER

EXHIBITION PARTNERS

INTERNATIONAL MEMBER OF



WELCOME



Dear Principals, Art Co-ordinators/Teachers, Parents and Students,

It is with great pleasure that I invite you to participate in the 10th Art for Change – International Child Art Challenge and Exhibition 2023-24 by Discovering New Artists supported by Habib Bank Limited (HBL), the Queen's Commonwealth Trust (QCT), London, UK, Bluebird Arts and Pakistan National Council of Arts (PNCA). One of the largest art projects in Pakistan and internationally that does not only reduce inequality but also creates creative learning opportunities integrated into arts and design for students from both private and low-income sectors through its one-for-one model.

This year, we are celebrating our 10 years of impact on nearly 150,000 young lives through Art for Change. 75,000 of these young people have directly participated from 25 different countries internationally helping more than 34,500 students from marginalized backgrounds.

We would like YOU to become part of this movement and bring a change through Art for Change. Every year, DNA aims to introduce themes based on UN Sustainable Development Goals (SDGs) with the purpose to enlighten young minds on a grass-root level. This year, we want our participants to share their artistic interpretations on preserving nature by promoting biodiversity. We want them to show why biodiversity is important to restore the planet.

Theme: Biodiversity - protecting and restoring ecosystems

There are numerous cash prizes more than any other year, certificates, trophies, and cash honorariums for both students and teachers (please see details). Selected artworks will be exhibited in multiple exhibitions nationally and internationally. These selected artworks will also become part of a permanent collection at DNA Global Art Gallery on our Instagram (<https://www.instagram.com/discoveringnewartist>).

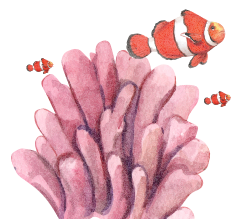
We want the same opportunities for the students from marginalised backgrounds but this is only possible with your maximum participation, thus, we would like to request you to submit maximum artworks in order to bridge the gap between privileged and underprivileged communities and showcase your work via international exhibitions.

To celebrate our 10 years of impact through Art for Change, we have made a small Impact video and we would like you to play it for your students to motivate and encourage them to participate. The video can be accessed at <https://youtu.be/s7wtH1pXpEk>

We hope to see wonderful and maximum art entries from your school. Best of Luck!

Yours Sincerely,

Mujtaba Zaidi
Hassan Mujtaba Zaidi
Executive Director



THEMES

This year's themes is **Biodiversity - protecting and restoring ecosystems.**

We want our participants to share their artistic interpretations on preserving nature by promoting biodiversity. We want them to become ambassador of biological diversity and show why biodiversity is important to restore the planet.

CATEGORIES

Category-I: 4 - 6 Years

Category-IV: 13 - 15 Years

Category-II: 7 - 9 Years

Category-V: 4 - 9 Years

Category-III: 10 - 12 Years

Category-VI: 10 - 15 Years

(Category V and VI are only for special needs and marginalized students.)

RULES & GUIDELINES

- **Age Limit:** Eligibility of participants ranges from 4 – 15 years of age.
- **Number of Entries:** Participants may submit up to a maximum of 2 art entries with each entry having a separate submission fee.
- **Size of Artwork:** Only **A3 size (12” inches x 16.5” inches)** sheets should be used for all types of artworks. **Any other size will automatically be disqualified.**
- **Medium:** The work may be drawn or painted in pencil, pen, charcoal, crayon, pastel, watercolor, gouache, acrylics, oils, poster colour and collage. We are looking for hand-drawn colourful artwork - students should not use digital tools to create their artwork. For display purposes, colourful entries are preferred. Only 2D artworks will be accepted.
The entries employing colours that can be dusted or wiped off or that could dirty other entries when dealt together must be fixed.
- **Submission Forms:** Works of art must be labelled using the artwork submission form which should be filled in fully and neatly. Please do not write on the front of the artwork. Any artwork having name on the front will be disqualified.
Any artwork received with incomplete or without the submission form will not be accepted.
- **Judging:** The entries will be judged by a panel of senior jury artists. The entries will be judged on the basis of originality, creativity and imagination, relevance to the theme, and visual impact.
- **Intellectual Rights:** Discovering New Artists reserves copyrights on all submitted pieces. No artwork & entry fee will be returned or refundable.
All work will become the property of the Discovering New Artists which may use, sell, or exhibit them for promotion and within its own programs and activities.
- **Mailing Art Entries:** All schools are responsible for submitting a separate list of participants in order to receive the participation certificates. In order to avoid spelling errors and additional courier charges, DNA will provide blank participation certificates to the schools.
Discovering New Artists is not responsible if some works do not reach to them.
- **Announcement:** The results will be announced on our website and Facebook page. All the selected school entries will be notified through their school emails. Only individual entries will be notified on their emails. Non-selected entrants will not be notified of the results.

JUDGING CRITERIA

Judging will be based on the following criteria

Originality | Creativity & Interpretation | Relevance to the Theme | Visual Impact

PRIZES & ACCOLADES

Cash Prizes | Regional Trophies | Medals of Excellence | National & International Exhibitions
Cash Honorariums for Art Teachers | School Winners | SDG DNA Action Awards for Schools |
Exclusive Postcards with Customised Artworks

National Prize Money Awards

- 60 cash prizes will be awarded to 10 top winners from each of the following above six categories (Category I - VI).

10 Cash Prizes per Category

- 1st Prize: PKR 6,000 + Medal + Distinction Certificate + Exhibitions Display.
- 2nd Prize: PKR 4,000 + Medal + Distinction Certificate + Exhibitions Display.
- 3rd Prize: PKR 3,000 + Medal + Distinction Certificate + Exhibitions Display.
- 4th - 10th Prize: PKR 2,000 + Medal + Distinction Certificate.

Other Prizes

- 150+ selected artworks will be exhibited in Lahore, Islamabad, Karachi & internationally in galleries.
- Each exhibition runner-up will receive a Medal of Excellence.
- Art for Change Badges will be given to special mention runner-ups.
- Certificate of Participation will be awarded to all the participants.
- 25 exclusively selected artworks from national and international participants will become part of the permanent collection at DNA Global Art Gallery

School Winners - *(Only applicable for Private Schools)

- Each school-level winner will be awarded a set 8 postcards of their artwork.

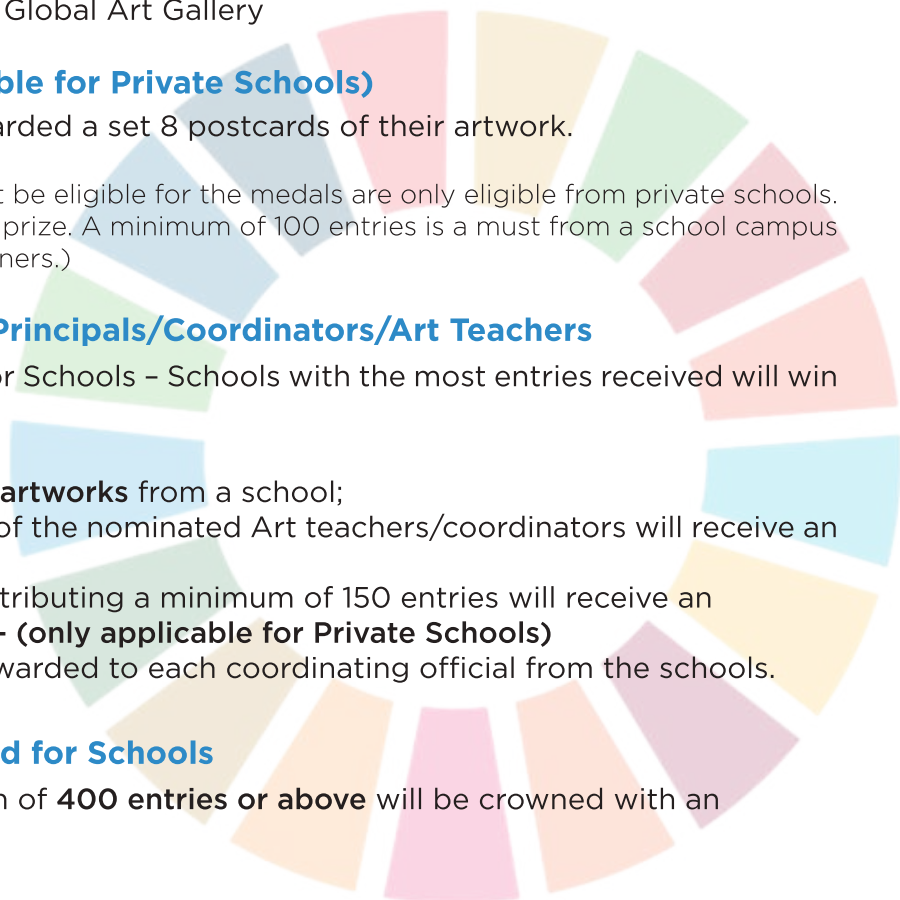
(Please note that school winners will not be eligible for the medals are only eligible from private schools. National winners are not eligible for this prize. A minimum of 100 entries is a must from a school campus in order to be eligible for the school winners.)

Trophies & Awards for School's Principals/Coordinators/Art Teachers

- **3 Regional School Trophy Awards** for Schools – Schools with the most entries received will win this title.
- Upon submitting a minimum of **100 artworks** from a school;
 - o The School Principal & one of the nominated Art teachers/coordinators will receive an Art for Change trophy.
 - o Each Art Teacher alone contributing a minimum of 150 entries will receive an honorarium of **PKR. 5,000/- (only applicable for Private Schools)**
- Certificate of Appreciation will be awarded to each coordinating official from the schools.

Exclusive SDG DNA Action Award for Schools

- Each school contributing a minimum of **400 entries or above** will be crowned with an Exclusive SDG DNA Action Award.



SUBMISSION DEADLINE

Please register and submit all your details including artworks by

DEADLINE: Friday, 24th November 2023

SUBMISSION FEE & DETAILS

Submission Fee:

Fee per Art Entry: **PKR 750/-**

Discount: upon 50 entries from each school, the discounted submission fee is **PKR 700/-**

Fee Procedure

For all cities in Pakistan, the fee can only be submitted in the following ways;

1. Direct Online Transfer/ IBFT/ Bank Deposit/ Demand Draft drawn in the name of 'Discovering New Artists'.
2. **Internet Banking Funds Transfer (IBFT)**
Bank Name: **Bank Alfalah Limited**
Account Title: **Discovering New Artists**
IBAN # **PK82ALFH0146001006788202**

Bank Name: **Faysal Bank Limited**
Account Title: **Discovering New Artists**
IBAN # **PK14FAYS3152787000002194**

Note: Demand Draft and/or IBFT receipt should be delivered along with the artwork submission.

***No artworks/school submissions will be accepted without the School Registration Forms.**

Submission Address:

Attach the artwork submission forms at the back of the artworks and fill out the school registration form (only for school submissions) and send your artworks along with the fee receipt to the following address;

Attn:
Ms. Sidra Ali (Director Programmes)
Art for Change
Discovering New Artists
50-E, Sui Gas Society (Near DHA Phase V)
Lahore, Pakistan
Tel: +92 322 4102159

For any queries, please feel free to email us at programmes@discoveringnewartists.org



ARTWORK SUBMISSION DEADLINE

Friday, 24th November 2023



REGISTRATION FEE

PKR 750/- per student per artwork

Discount: upon 50 entries from each school, Discounted submission fee is PKR 700/-

For downloading registration forms, artwork submission forms, Art for Change Ambassador forms, and/or other details and submissions, please visit our website

<https://www.discoveringnewartists.org/afcpakistan>



DiscoveringNewArtists



DiscNewArt



DNAgallery.global



info@discoveringnewartists.org



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DISCOVERING NEW ARTISTS

ART FOR CHANGE