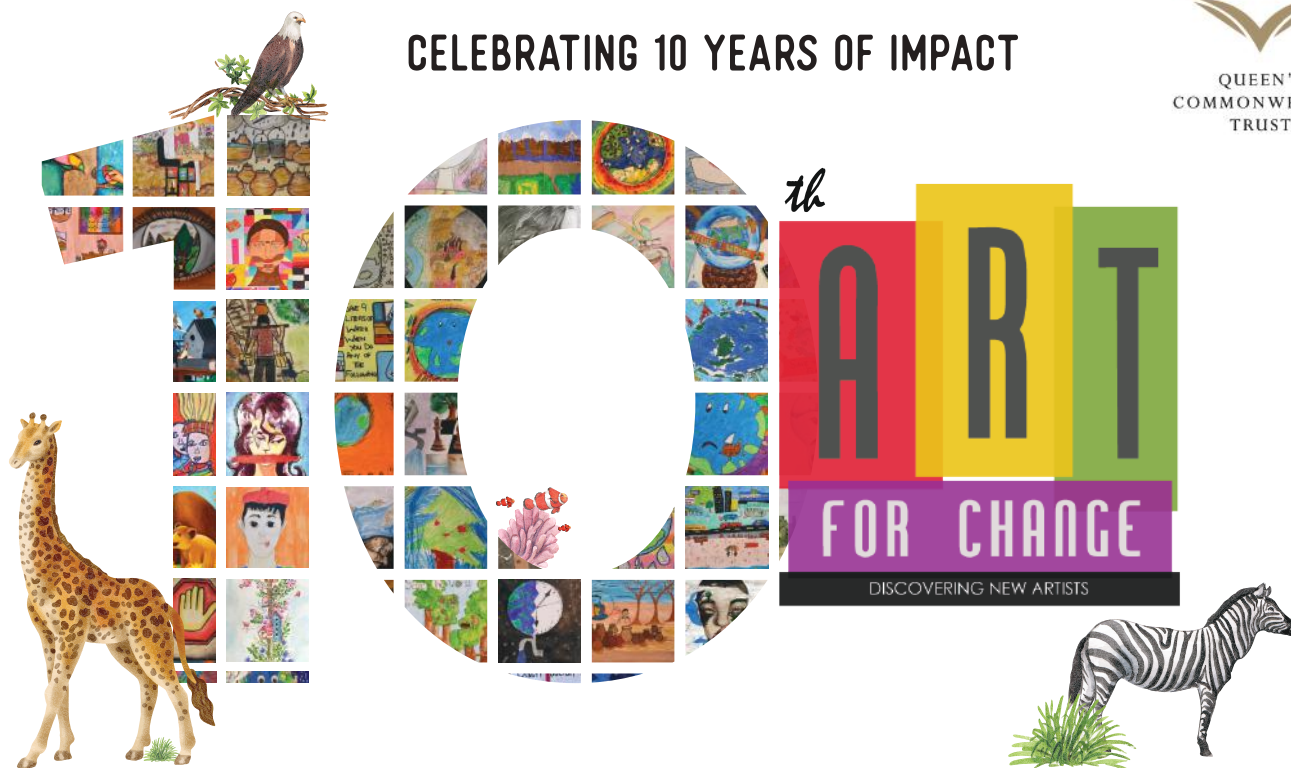


HBL



QUEEN'S  
COMMONWEALTH  
TRUST

CELEBRATING 10 YEARS OF IMPACT



THEME

# BIODIVERSITY

PROTECTING AND RESTORING ECOSYSTEMS

PRIZES WORTH  
**USD 2,500.00**

TOP 9 CASH PRIZES | MEDALS |  
SCHOOL WINNERS |  
PUBLIC CHOICE AWARD |  
SDG AWARDS FOR SCHOOLS |  
30 BEST CREATIVITY AWARDS |  
9 BEST SDG SOLUTIONS  
AWARDS |

SUBMISSION DEADLINE  
**24TH NOVEMBER 2023**

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

VISIT OUR WEBSITE FOR DETAILS  
[WWW.DISCOVERINGNEWARTISTS.ORG/AFC](http://WWW.DISCOVERINGNEWARTISTS.ORG/AFC)



AN INITIATIVE OF



IN-KIND PARTNER



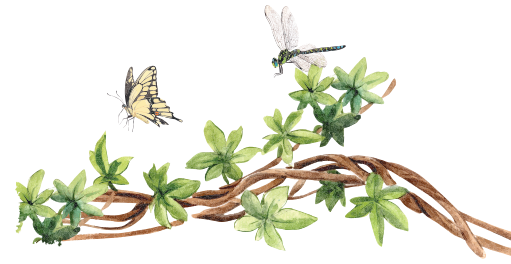
EXHIBITION PARTNERS



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 10<sup>th</sup> 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>).

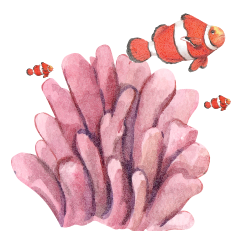
**We want the same opportunities for the students from marginalised backgrounds but this is only possible with your maximum participation, thus, we would like to request you to submit maximum artworks in order to bridge the gap between privileged and underprivileged communities and showcase your work 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 - 7 Years

**Category-II:** 8 - 11 Years

**Category-III:** 12 - 15 Years

# 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 | Distinction e-Certificates | National & International Exhibitions | Cash Honorariums for Art Teachers/Co-ordinators | SDG DNA Action Awards for Schools | Appreciation Letters for School Administration/ Teachers/ Coordinators

### International Prize Money Awards

A total of 9 cash prizes will be awarded to 3 top winners from each of the following three mentioned categories (Category I - III).

1st Prize: USD \$200 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally  
2nd Prize: USD \$100 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally  
3rd Prize: USD \$50 + Distinction e-Certificate + Exhibitions in Pakistan & Internationally

- Top 100 Exhibition runner-up for National and Online Exhibition.
- 30 Best Creativity Awards
- 9 Best SDG Solutions Award
- Participants will also receive the Best Creativity Awards for showing best creative artwork
- Participants will also be awarded the Best SDGs Solutions Award for presenting best solutions
- to global problems related to the given themes
- 100+ selected artworks will be exhibited in Lahore, Islamabad, and Karachi in galleries.
- Each exhibition runner-up will receive a Distinction e-Certificate.
- Certificate of Participation will be awarded to all the participants.

### International School Winners

- Each school-level winner will be awarded a cash prize of \$50 and DNA's Gold e-Certificate and the artwork will be displayed on our online DNA's Global Children's Art Gallery.

(Please note that International prize winners are not eligible for International school winners. A minimum of 100 entries is a must from a school campus in order to be eligible for the school winners.)

### Special Accolades for School's Principals/Coordinators/Art Teachers

Upon submitting a minimum of 100 artworks from a school;

- The School Principal will receive an Art for Change e-Certificate of Appreciation.
- Each Art Teacher contributing a minimum of 100 entries will receive a cash honorarium of USD \$100/- along with an e-Certificate of Appreciation for making a positive change in society and supporting marginalized children in a developing country.
- The respective School will be awarded a special school Appreciation e-Letter

### Exclusive SDG DNA Action Award for Schools

- Each school contributing a minimum of 200 entries or above will be crowned with an Exclusive SDG DNA Action Award Letter and a special mention on Discovering New Artists' website as a Global Change-Maker School List.
- All Art teachers participating will be added on our website as International Change-makers.



# SUBMISSION DEADLINE

Please register and submit all your details including artworks by

**EXTENDED DEADLINE: Friday, 24<sup>th</sup> November 2023**

## SUBMISSION FEE & DETAILS

### Submission Fee:

- Fee for School per Art Entry: **USD 12.00 (Twelve US Dollars)**  
A minimum of 25 entries is a must to submit for submissions from schools/art institutions/academies etc  
**Discount: upon 50 entries from each school, the discounted submission fee is USD 10.00 (Ten US Dollars)**

- Fee for Individual per Art Entry: **USD 15.00 (Fifteen US Dollars)**

### • Fee Procedure

The fee can be paid online through a Credit Card/ Debit Card at the time of checkout on the registration portal.

### • File Formats for Submissions:

- Images of the artwork should be clear and of high quality. Blurred or moving images will not be accepted.
- Images with watermarks and stamps will not be accepted. Images should be properly cropped from edge to edge of the artwork, and should not show unnecessary content like tables, walls, and any other background where a picture is taken.
- Images in JPEG, JPG, or PNG formats will only be accepted.
- The images should be taken in bright natural light indoors and should be an accurate representation of the original artwork.
  - Please use the following format for naming files  
Participant's full name\_age\_country  
**For example:**  
**Sarah Haider\_12\_Pakistan**

### Submission Address:

For all the selected artworks, please attach the artwork submission form at the back of the artwork. If your artwork is selected as a winner or for the exhibition, we will request you to mail it to us at the given address before a specific date in an email. Therefore, do not forget to mention your email in the registration form.

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



# ARTWORK SUBMISSION DEADLINE

Friday, 24<sup>th</sup> November 2023



## REGISTRATION FEE

For Schools/Art Institutions/Academies

**USD \$12.00/- per student per artwork**

A minimum of 25 entries is a must to submit for submissions from schools/art institutions/academies etc

**Discount: upon 50 entries from each school, Discounted submission fee is USD 10.00/-**

For Individual Participants

**USD \$15.00/- per student per artwork**

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/afc>



DiscoveringNewArtists



DiscNewArt



DNAGallery.global



info@discoveringnewartists.org



+92-322-4102159



DISCOVERING NEW ARTISTS

# # ART FOR CHANGE