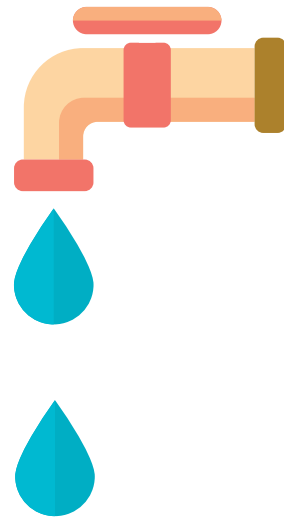


Supported by

**HBL**



**Submission Deadline**  
**15<sup>th</sup> November 2024**

**Themes**

**Green Architecture**  
**OR**  
**Water Conservation**

Prizes worth  
**USD \$2,500**

9+ Cash Prizes  
Exhibition Runner-Ups  
SDG Awards  
Best Creativity Awards  
Best SDG Solutions Awards

**Open to 4-15 Years**

Submit Upto Max 2 Artworks  
A3 size (12" inches x 16.5" inches)  
Be original & Creative  
International Recognition



**Exhibitions**

Lahore  
Islamabad  
Karachi  
International

For Details, please visit our website  
[www.discoveringnewartists.org/afc](http://www.discoveringnewartists.org/afc)

AN INITIATIVE OF



IN-KIND PARTNER



INTERNATIONAL MEMBER OF



# WELCOME

Dear Principals, Art Coordinators/Teachers, Parents and Students,

It is with great enthusiasm that we invite you to participate in the **11th Art for Change – International Child Art Challenge and Exhibition 2024–25**, organized by Discovering New Artists and supported by Habib Bank Limited (HBL), Bluebird Arts, Oak Consulting, Getz Pharma, and Miura. This initiative stands as one of the largest art projects in Pakistan and around the world, dedicated to reducing inequality and fostering creative learning opportunities for students from both private and low-income sectors through its unique one-for-one model.

We have benefitted the lives of nearly 156,000 young individuals, including 78,000 participants from over 24 countries. Your participation has made a significant difference, helping more than 38,000 students from marginalized backgrounds through Art for Change. We are excited to continue this journey of change with you.

We invite **YOU** to join this transformative movement and contribute to Art for Change. Each year, DNA introduces themes inspired by the UN Sustainable Development Goals (SDGs) to educate and inspire young minds at a grassroots level. This year, our themes focus on the vital aspects of preserving our planet:

**Themes:**

- 1. Sustainable Architecture** – Visualize environmental-friendly and innovative building designs that harmonize with nature.
- 2. Water Conservation** – Illustrate the importance of conserving water and keeping our water sources clean.

There are numerous cash prizes, certificates, trophies, and honorariums for both students and teachers (details enclosed). Selected artworks will be showcased in multiple national and international exhibitions and will become part of the permanent collection at the DNA Global Art Gallery on Instagram (<https://www.instagram.com/artgallery.dna>).

We aim to provide equal opportunities for students from all backgrounds, and your maximum participation is key to bridging the gap between privileged and underprivileged communities. By submitting a maximum number of artworks, you help us showcase the incredible talent of your students on an international stage.

We look forward to receiving amazing art entries from your school. Best of luck to all participants!

Yours Sincerely,



Mujtaba Zaidi  
Hassan Mujtaba Zaidi  
Executive Director

# THEMES

This year's themes is **Sustainable Architecture** OR **Water Conservation**

**Sustainable Architecture** – Children and young people can draw or paint homes and schools made from natural materials like bamboo, recycled wood, and solar panels. They can depict green roofs covered with plants, walls covered in vines, and large windows that let in natural light. Adding wind turbines and rainwater collection systems can show how buildings can harness renewable energy and conserve water.

**Water Conservation** – Children and young people can illustrate scenes of people engaging in activities that save water, such as fixing leaky faucets, using rain barrels, and watering gardens with recycled water.

# 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 Exhibition runner-up for National and Online Exhibition.
- Best Creativity Awards
- Best SDG Solutions Award
- Participants will also receive the Best Creativity Awards for showing best creative artworks.
- Participants will also be awarded the Best SDGs Solutions Award for presenting best solutions to global problems related to the given themes
- 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.)

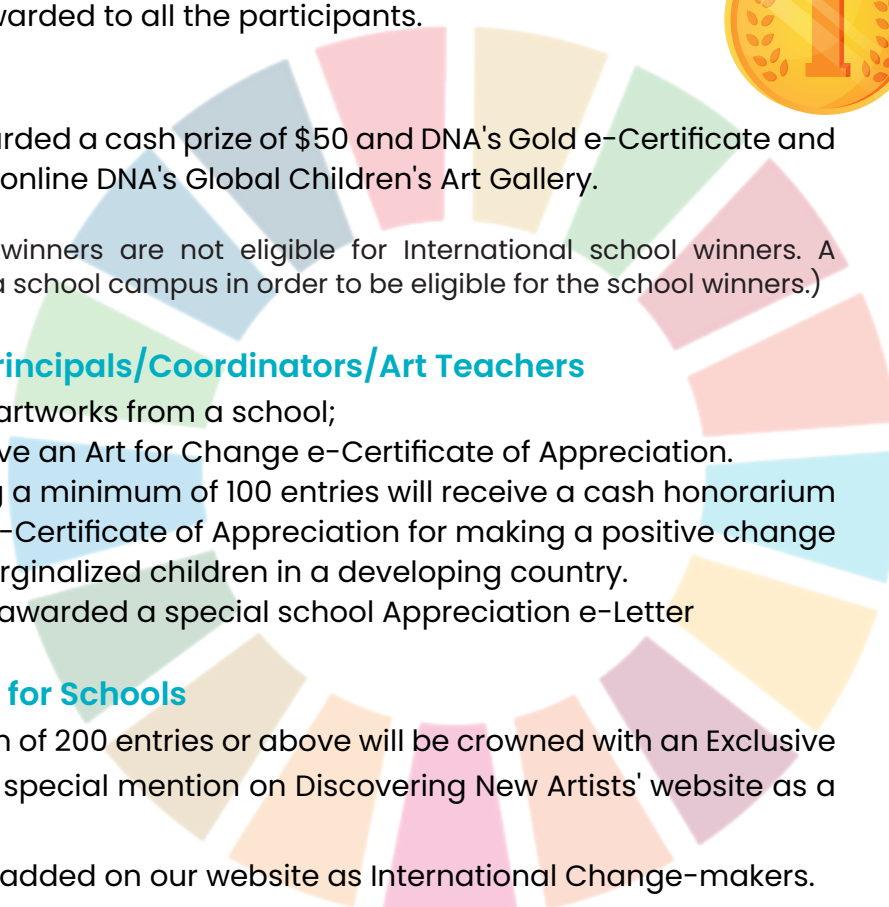
### Special Accolades for School's Principals/Coordinators/Art Teachers

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

**DEADLINE: Friday, 15<sup>th</sup> November 2024**

## 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, 15<sup>th</sup> November 2024



## 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



artgallery.dna



programmes@discoveringnewartists.org



+92-322-4102159



DISCOVERING NEW ARTISTS

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CHANGE