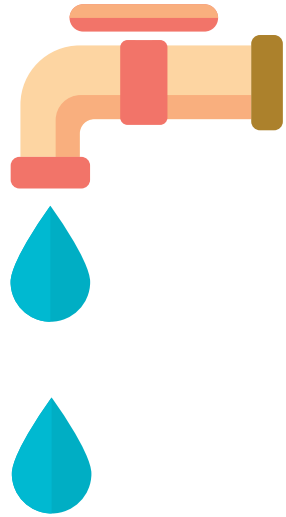


Supported by

**HBL**



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

**Themes**

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

**Open to 4-15 Years**

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

**Prizes worth**  
**PKR 1,000,000**

- 60+ Cash Prizes
- Medals
- School Winners
- Public Choice Awards
- SDG Awards
- Trophies
- Artist of the Year Award



**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 PARTNERS



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:**

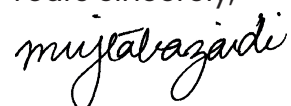
- 1. Sustainable Architecture** – Visualize environmental-friendly and innovative building designs that harmonize with nature.
- 2. Water Conservation** – Illustrate the importance of conserving water and keeping our water sources clean.

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 – 6 Years

Category-II: 7 – 9 Years

Category-III: 10 – 12 Years

Category-IV: 13 – 15 Years

Category-V: 4 – 9 Years

Category-VI: 10 – 15 Years

(Category V and VI are only for special needs and marginalized students from community or govt. schools.)

## 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

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

#### Other Prizes

- 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.

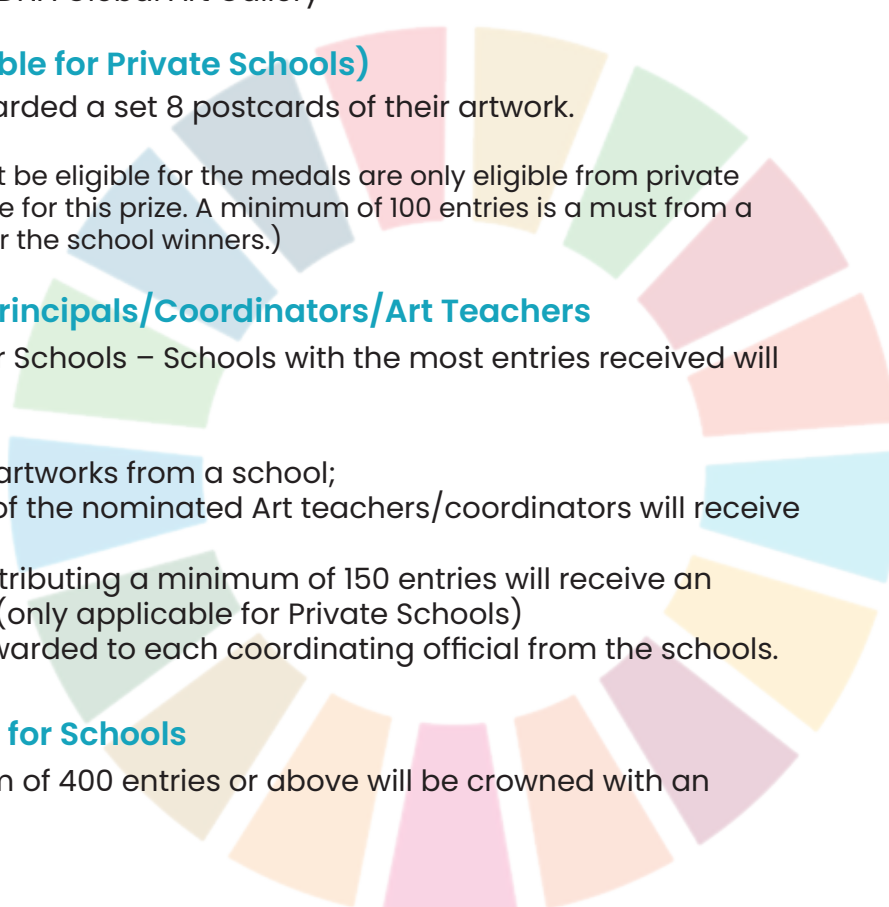
(Please note that school winners will not be eligible for the medals are only eligible from private schools. National winners are not eligible for this prize. A minimum of 100 entries is a must from a school campus in order to be eligible for the school winners.)

### 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;
  - The School Principal & one of the nominated Art teachers/coordinators will receive an Art for Change trophy.
  - 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, 15<sup>th</sup> November 2024**

## 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](mailto:programmes@discoveringnewartists.org)



## **ARTWORK SUBMISSION DEADLINE**

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








## **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
-  +92-322-4102159



DISCOVERING NEW ARTISTS

# # ART FOR CHANGE