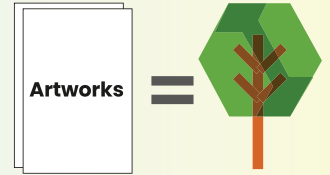


International
Emerging
artists'
Challenge



We **plant a tree** against
every 2 submissions,
we receive.

THEME

Birds, Blooms and Balance



Celebrating the harmony of life, where wings, petals, and ecosystems unite

Age: 6 -24

PRIZES
WORTH MORE
THAN PKR.

500,000/-

18 CASH PRIZES | IEAC RUNNER-UPS
| IEAC MEDALS | SPECIAL POSTCARDS
DISTINCTION & PARTICIPATION CERTIFICATES
FEATURE ON DNA GLOBAL ART GALLERY
CASH HONORARIUM

Submission Deadline

14th March 2024

www.discoveringnewartists.org/ieac

AN INITIATIVE OF



EXHIBITION PARTNER



INTERNATIONAL MEMBER OF



A movement to plant trees for reducing carbon footprint and fighting climate change through action.

Welcome

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

It is with great pleasure that I invite you to participate in the 4th International Emerging Artists' Challenge (IEAC) 2025 by Discovering New Artists (DNA). Since 2011, DNA has fostered creative learning opportunities across more than 25 countries, engaging nearly 160,000 students through arts and addressing global issues that truly matter.

This year, we are thrilled to announce the theme: Birds, Blooms, and Balance. Inspired by the beauty and harmony of nature, the theme encourages young artists to explore the interconnectedness of life, birds, flowers, and their shared ecosystems—and to envision a balanced, biodiverse future for our planet.

At DNA, we are committed to combating climate change through creative action. To further support environmental sustainability, we plan to plant a tree for every two entries we receive from your school. This is a meaningful way to honor biodiversity and contribute to a healthier planet.

By participating, your students and teachers will have the chance to win exciting cash prizes, certificates, and trophies at a national level. Selected artworks will be featured in the DNA Global Art Gallery, bringing global recognition to your school's name while contributing to a cleaner, greener planet.

Theme: Birds, Blooms, and Balance

Submission Deadline: Friday, 14th March 2025

We eagerly look forward to an enthusiastic response from your school. Together, let us nurture creativity, inspire action, and restore balance to our beautiful planet.

Best of luck!

Warm Regards,



Sidra Ali

Co-founder & Director Programmes

Theme

The theme for this year is;

Birds, Blooms, and Balance

This theme invites artists to explore the intricate harmony between birds, flowers, and the vibrant network of life that connects them. Participants are encouraged to depict how these elements coexist and sustain one another, contributing to the balance of nature and the beauty of our world.

From the flight of birds to the bustling activity of pollinators and other small creatures, this theme celebrates the interconnected roles they all play in nurturing ecosystems. Artists are welcome to capture scenes that highlight the interaction between these life forms and their shared environments, such as lush meadows bursting with wildflowers, tranquil gardens alive

and movement, dense forests where sunlight filters through the canopy to nourish diverse flora and fauna, or serene wetlands teeming with life and reflected in still waters.

These detailed settings provide a canvas for exploring the importance of biodiversity in maintaining balance and harmony in nature. Whether it's a bird in a field of blossoms, the vibrant movement of pollinators around flowers, or the broader ecosystem they sustain, the contest aims to inspire a deeper appreciation for these unseen connections through creative expression.

CATEGORIES

Category-I: 6 - 8 Years

Category-II: 9 - 11 Years

Category-III: 12 - 14 Years

Category-IV: 15 - 17 Years

Category-V: 18 - 24 Years

RULES & GUIDELINES

Following guidelines need to be carefully adhered to when submitting an artwork for the International Emerging Artists' Challenge;

- Open to children and youth between the ages of **6 years to 24 years**.
- Artworks must be reflective of the contest's themes of '**Birds, Blooms, and Balance**'.
Work must be original. Artworks cannot include any plagiarised, copyrighted images or materials.
- **Submissions:** Artworks must be created by the entrant only. One participant can submit 2 entries only with a separate submission fee for each entry.
- **Size:** Artworks must be A3 Size (12" x 17") paper. Any other sizes will be automatically disqualified.
All 2D entries are welcome. Please note 3D artworks will automatically be disqualified.
- **Mediums:** Any mediums for two-dimensional artwork can be used (pens, markers, paint, etc). Photographs and Digital artworks are not allowed.
- **Submission Forms:** Works of art must be labeled using the artwork submission form which should be filled in fully and neatly. Any artwork having a 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 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 them.
- **Announcement:** The results will be announced on our website and social media pages. 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.
- Fee once submitted will be not be returned or refunded.
- No registration will be accepted without complete School Registration Form/Individual Registration Form, and Artwork Submission Form (**download all from our website**).

- In Artwork Submission Form (to be pasted at the back of each artwork), **school branch should be same as mentioned in School Registration Form/Individual Registration Form.**

JUDGING CRITERIA

Judging will be based on the following criteria

Originality | Creativity | Relevance to the Theme | Visual Impact

PRIZES & ACCOLADES

Cash Prize | Excellence Medals | Distinction Certificates | Participation Certificates | Featured Artworks at DNA Global Art Gallery (Instagram) | Special Postcards (Featured Artists') | Cash Honorarium for Teachers | IEAC Climate Action Award for Principals/ Coordinators/ Art Teachers

Awards and Prizes for Winners and Runner-ups

- 18 cash prizes will be awarded to the 3 top winners from each of the following six categories (Category I - V). Other prizes for 4th and 10th Winners, and Runners-ups.

1st Prize: PKR 5,000/- + Featured Artist on DNA Global Art Gallery (Online) + Medal

2nd Prize: PKR 4,000/- + Featured Artist on DNA Global Art Gallery (Online) + Medal

3rd Prize: PKR 3,000/- + Featured Artist on DNA Global Art Gallery (Online) + Medal

4th Prize - 10th Prize: A Pack of 8 Postcards + Medal

- IEAC Commendable Runner-ups: All IEAC Commendable runner-ups will receive a special Distinction Certificate and an exclusive IEAC Excellence Medal
- IEAC Special Mentions: All IEAC Special Mentions will receive an exclusive IEAC Special Mention Badge.
- All participating students will receive a participation certificate.

IEAC Climate Action Awards for School Principals/ Coordinators/ Art Teachers

- The School Principal, Coordinator and Art Teacher will receive a special Climate Change Award Certificate upon submitting a minimum of 100 entries from each school.
- Each Art Teacher submitting a minimum of 150 entries from each campus will receive a cash honorarium of Rs. 5,000/-



SUBMISSION DEADLINE

Please register and submit all your details including artworks by

DEADLINE: Friday, 14th March 2025 (please adhere to the deadline).

SUBMISSION FEE & DETAILS

Submission Fee:

Fee per Art Submission: PKR 850/- (for students registering from the schools).

Discount: upon 50 entries from each school, the discounted submission fee is **PKR 800/-**

Submission Fee for **Individual Entrants** is **PKR 1,500/-**

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/Cross Cheque 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.

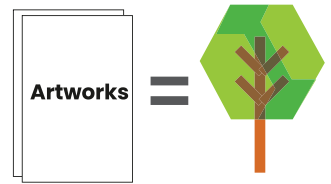
***No artworks/school submissions will be accepted without the School Registration Forms.**

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 entries along with the fee receipt to the following address;

Attn:

Ms. Sidra Ali (Programmes Director)
International Emerging Artists' Challenge (IEAC)
Discovering New Artists (DNA)
50-E, Sui Gas Society (Near DHA Phase V)
Lahore, Pakistan
Tel: +92 322 4102159



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every 2 submissions,
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SUBMISSION DEADLINE

Friday, 14th March 2024



REGISTRATION FEE

PKR 850/- per student per artwork

Discount: upon 50 entries from each school, Discounted
submission fee is PKR 800/-

For downloading registration forms, poster submission forms, IEAC Ambassador forms, and/or other details and submissions, please visit our website

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

 /DiscoveringNewArtists

 /discoveringnewartist

 /artgallery.dna

 info@discoveringnewartists.org

 +92-322-4102159



DISCOVERING NEW ARTISTS