


We the People,
We the Arts

B R I E F I N G N O T E



 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland
Swiss Agency for Development
and Cooperation SDC



ART COMPETITION

“We the People, We the arts”

Purpose:

The ‘We the People, We the Arts’ competition aims at involving young artists in promoting the theme of zero hunger.

Background:

In 2016, the Embassy of Switzerland marks its 50th year of its cooperation with Pakistan through the Swiss Agency for Development and Cooperation (SDC). On the occasion of this anniversary, the SDC has joined forces with United Nations Information Centre (UNIC) to promote the Sustainable Development Goals (SDGs) through visual arts. The Sustainable Development Goals were set by UN member countries and are set of goals to end poverty, protect the planet, and ensure prosperity for all over the next 15 years. Art is an ideal channel for ensuring that young people are fully aware of them and take themselves a leading role in their promotion.

Visual art is a universal language that transcends national boundaries. A means of cultural diplomacy, it serves as powerful tool to promote positive values and development issues. Art and culture are also important factors in peace building. Artists, who appeal to both intellect and emotion to get their message across, are key drivers of social change. The medium empowers young artists to showcase a positive face of Pakistan while raising the profile of contemporary art from the country.

Promoting the Sustainable Development Goals (SDGs) is the top priority for the UN Information Centre and art is an ideal channel for ensuring that young people are fully aware of them and take themselves a leading role in their promotion.

The SDC’s engagement also seeks to support local cultural endeavours and to support artists to reach audiences and access markets and culture industry networks in Switzerland and worldwide.

The Competition:

This competition involves young artists studying in the leading art schools of Pakistan. We are asking students to develop artwork, using the mediums of sculpture, painting, and miniature painting, to highlight the theme of zero hunger.

Theme:

The theme selected for the competition is **Zero Hunger**. Food is a basic human need. One in nine people today are undernourished. Southern Asia faces the greatest hunger burden, with about 281 million undernourished people. It is time to rethink how we grow, share and consume our food. The second goal of the Sustainable Development Goals is to “End Hunger, achieve food security and improved nutrition and promote sustainable agriculture.” The aim is to end all forms of hunger and malnutrition by 2030; making sure all people – especially children and the more vulnerable – have access to sufficient and nutritious food all year round.

Right now, our soils, freshwater, oceans, forests and biodiversity are being rapidly degraded. Climate change is putting even more pressure on the resources we depend on, The goal on zero requires promoting sustainable agricultural practices: improving the livelihoods and capacities of small scale famers, allowing equal access to land, technology and markets. This requires compre-

hensive efforts to ensure that every man, woman and child enjoy their right to adequate food; women are empowered; and priority is given to family farming. (For more information go the links at the end of the document). Works discussing food as integral part of Swiss and Pakistani culture are welcomed as well.

Accepted Media:

The accepted media are **sculpture, miniature painting, and painting.**

Eligibility:

The competition is open to all artists **18 years of age or older** studying in the following art schools in Pakistan: NCA Rawalpindi, NCA Lahore, IVS, and Karachi University.

Dimensions:

Please note that the artwork should not exceed the following dimensions:

Painting: 6 ft x 6ft

Miniature Painting: 6 ft x 6ft

Sculpture: 4ft x 4 ft x 4 ft

How to Enter:

- Stage 1: Fill in the preliminary submission form to register yourself and notify the organizations that you will be participating in the competition. The deadline for submission of this form is **15th August, 2016**. The forms should be sent at consultant.unicislamabad@unic.org with the subject title, "We the People, We the Arts, Preliminary Submission Form."
- Stage 2: Fill in the final submission form and submit it with the final artwork. The deadline for submission of this form is **9th August 2016**. This form should be submitted at the universities.

Prizes:

- Phase 1: In the preliminary phase, there will be 24 winners in total, 6 from each participating university, 2 in each category (medium). Each winner will be awarded 200 USD. Additionally, all the winning entries will be featured in a high quality catalogue.
- Phase 2: There will be 3 final winners, one from each category (medium). Each winner will be awarded 500 USD.

Judgment Criteria:

- All entries will be judged using the same criteria: **creativity, composition, theme and technique.**
- Phase 1: A jury comprised of mentors and university representatives will select the pieces. This judgment will be done at the university itself.
- Phase 2: A jury comprised of international arts expert and each a representative from Swiss museums and/or college of arts, the Embassy of Switzerland in Pakistan, the United Nations, and Pakistani colleges of art involved in the project.

Competition Terms and Conditions

1. The deadline for submission is **15th September 2016**. Entries submitted after this date will not be considered.

2. The competition is open to students above the age of 18 studying in art schools in Pakistan.
3. Each candidate is allowed to submit one entry. The entries must only be the work of the candidate participating – not a collaborative effort with another student nor done by teacher, parent, guardian or other adult. The entries must be original work of the participant and not shown, submitted or accepted elsewhere.
4. The entries should not depict any particular organisation, brand name or particular person and should be fully compliant with human rights.
5. All entries must be able to be digitally captured at a high resolution.
6. All entries must be preregistered through the preliminary submission form.
7. All entries must include the secondary submission form upon final submission. The form includes an essay section, which should be filled out by each participant. The essay will be used for publicity purposes for winning entries. Please ensure the form is sent in with the entry to avoid confusion.
8. It is clarified that **no remuneration** is offered to the participants as part of this competition. Participants will not be compensated for the materials used. The winning entries will be entitled to a cash prize.
9. Artwork must be original, submitted by the artist. As all artwork must be fully original, no entries will be accepted or considered if they are deemed to use in whole or part derivative images, which could be considered plagiaristic.

Legal Considerations

1. By taking part in the competition, the entrants agree to assign copyright of their entries to the organisers. The entries will not be returned and UNIC, the SDC, and the Swiss Embassy have right to use them for its publications, campaigns and other outreach and communication products now and in the future.
2. Those making the submissions agree that the SDC retain all copyrights and full ownership of the material submitted.
3. The organisation shall not be responsible for any loss or damage that may occur by entering this contest and the SDC reserves the right to make changes to the rules of the contest without prior notification.
4. All of the artwork participants submit should be original artwork created by them. The work should not violate the privacy rights, publicity rights, or other intellectual property rights of any person or entity. Participants may not post, distribute, or reproduce in any way any copyrighted material, trademarks, or other proprietary information. It is our policy to disqualify entries upon prompt notification by the copyright owner's legal agent without limiting the foregoing.

Important Links:

Sustainable Development Goals

<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Zero Hunger

<http://www.un.org/sustainabledevelopment/hunger/>

<http://www.globalgoals.org/global-goals/no-hunger/>

Zero Hunger Challenge

<http://www.wfp.org/videos/zero-hunger>

<http://www.fao.org/zhc/en/>

Blog: Zero Hunger Challenge

<http://blog.zerohungerchallenge.org/>

Hunger in Pakistan: WFP

<https://vimeo.com/168028008>

Hunger in Pakistan: FAO

<https://vimeo.com/167381050>

Swiss Agency for Development and Cooperation

<http://www.sdcpakistan.org/>

Further Information

1. For further information and important updates please go to the page **www.unic.org.pk/wethearts**
2. For queries and information contact:
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