

ARTENT!ON RULES & GUIDELINES

Formerly known as ARTIVITY, the second iteration of ARTENT!ON amalgamates the realms of purposeful artistry and environmental sustainability. We extend a cordial invitation to artists, to unleash the depths of their creativity in transforming discarded materials into exquisite masterpieces that stand as example of responsible waste management. With a tapestry of vibrant events, enlightening workshops, and captivating exhibitions, these curated showcases of Ghanaian artistic talent, eloquently embody the ethos of upcycling, capturing the harmonious interplay between artistic prowess and environmental mindfulness.

Each masterpiece will be a testament to the craftsmanship of artists who ingeniously repurpose materials such as plastic, leather, fabric, wood, and, notably, metal. Each submission must substantially include metal representing the melding of industrial tenacity with artistic innovation. As we embark on this remarkable venture, Société Générale Ghana PLC extends an invitation to artists, environmental advocates, and the broader community, urging them to partake in this collective journey towards a future that is not only sustainable but also imbued with vibrancy and vitality.

Objectives

- Unearth new creative talent
- Offer exposure to the talent
- Offer business support through SG HOME of BUSINESS and other products and partners
- Give them access to the market through the eCommerce platform for the promotion and sale of their artwork

Submission of Entries

- Participants will go through two rounds of entries: Artist's Proposal and Artwork Entry.
- Participants must register and submit their Artist's Proposals. The deadline for submission is 20th September 2023

The Artist's Proposal must be a video presentation of no longer than 90 seconds accompanied with a write-up on how their choice of art material can be sustainably

manages as waste, and preliminary sketches of the proposed artwork. The proposals must cover the following;

Video Proposal

- An introduction of yourself
- Your expertise and experience in woodwork
- Your proposed Artwork
- The methods you will use
- Any historical relevance to your work.

Written Proposal

- Must be no more than 500 words
- Name of Participant
- Date, and place of birth
- Contact information; active telephone number(s), email, postal address
- Photocopy of an official ID document (Voters ID/ Passport/ Driver's License/ National ID Card)
- Your proposed waste management strategy
- Tools and methods you will employ in creating the artwork
- Comprehensive drawings/ sketches of your proposed artwork

How to write the proposal

1. Write Short biography of the participant, as the introduction to your proposal.
2. Describe how you connect with the proposed project.
3. In simple and correct English language, introduce the work's basic ideas in a short paragraph. This overview should include your overall vision and why you are creating the work. Any historical background is a plus.
4. In the next paragraph, describe how the materials in your work contribute to waste and affects the climate?
5. In the same paragraph, describe sustainable ways through which the materials in your work can be recycled and/or reused in order to promote sustainability.
6. We recommend doing research on environmental sustainability as a whole, the impact of your chosen material(s) as waste products and how best to recycle these products in a sustainable way.

7. Write directly and avoid using conditional or future tenses. For example, “The artwork addresses _____,” is a stronger phrase than, “The artwork would address/ will address/ seeks to address_____.” Refer to yourself in the first person, not as “the artist”. Make it come from you. Make it singular, not general, and reflective of yourself and your work.
8. We encourage applicants to ask for feedback from friends or family to clarify their ideas.
9. Your final paragraph should resound the most important points in the proposal.
10. The proposal should not be longer than 500 words. Use Times New Roman, Arial or Helvetica typefaces only.
11. Font size should be no smaller than 12 points, with 1.5 line spacing.

Selection of Finalists

Ten finalists from Round 1 will be selected by the Jury Panel.

Finalists will be contacted by telephone and/or email and announced via communication channels.

Finalists are required to register their consent to selection by presenting themselves to the Activity Team at the INNOV8 Centre, Société Générale Ghana PLC Head Office in Accra, with a portfolio of not less than 15 original recent works that highlight their expertise and two letters of recommendation from referees within their field of practice.

Eligibility

1. The program is open to all emerging craftsmen, with special consideration for women and persons with special needs.
2. Participants must be 18 years or older, but not above 30 years.
3. Participants must apply as individuals only. Groups are not permitted to register as participants.
4. Participants must submit only one entry for consideration.
5. Participants must be ready to dedicate three to six weeks to complete the competition and subsequent programs.
6. Entries must be submitted through the official website.
7. Entries must be original proposals by the participant.

8. Entries must demonstrate innovation.

Disqualification: Entries will be disqualified if...

1. Entry falls outside the year's stated category (upcycling) by the organizers.
2. A participant submits their entry proposal to another competition before, during or after this competition.
3. The proposal is found not to be an original work and the intellectual property of another person.
4. Ownership of the proposed artwork is transferred to or from a third party for any reason before or during the competition.
5. More than one entry is submitted by one participant.
6. Submission is made through other portals other than the designated submission portal.
7. Entry lacks any of the required information necessary for submission.
8. Entry is submitted after the official deadline (date and time).
9. Participants cannot commit to the tenure of duration for the competition.
10. Submitted proposals are altered in any way after the deadline.
11. Participant information provided is inaccurate or fraudulent.

Competitors will give Société Générale Ghana PLC the right to film the process and to use the film and photography for social media and other communication platforms and Société Générale Ghana PLC will not be liable for any copyright or design infringement. Work must be completed by the end of the competition. Uncompleted pieces will not be considered as part of the finalists for the exhibition. By submitting an artist's proposal to this competition, the participant fully and unconditionally accepts all rules, explicit or implicit.

Violations of rules may be grounds for disqualification, in which case the participant's proposal will be withdrawn from the competition. All entries submitted will be confidential and will only be available to the Expert Jury Panel for deliberation and shortlisting of finalists. Only the proposals of the finalist will be made public for marketing and promotional purposes.