



REGULATIONS
of the art cycle
of the International Youth Festival
THE PLANET OF ART - 2024
(Almaty, Kazakhstan)

In 2024 the art cycle of the International Youth Festival THE PLANET OF ART-2024 is dedicated to the exploring and dissemination of knowledge about UNESCO World Heritage sites, and is held within the framework of the 15th anniversary of the Kazakhstan National Federation of Clubs for UNESCO and Kazakhstan's chairmanship in the World Federation of UNESCO Clubs and Associatians

The history of the project begins in 1999, when, on the initiative of the Director General of UNESCO, a creative drawing competition for children was launched in all member countries of the organization.

This event became the starting point in the development of the Clubs for UNESCO movement in the Republic of Kazakhstan. Today, the International Youth Festival THE PLANET OF ART is an annual key event, in which over the years of its implementation more than 75,000 children and youth have taken part.

Due to the joint efforts of a wide range of partners, all participants, regardless of social conditions and place of residence, have an equal chance to demonstrate their talents and subsequently work with leading specialists absolutely free of charge

As a result of the project, the finalists of the festival are invited to the city of Almaty to undergo an educational and cultural program, get acquainted with the national culture, gain valuable experience in cooperation with leading experts and artists of the Republic of Kazakhstan and also make friends from around the world.

It is worth mentioning that as part of the implementation of the art cycle of the International Youth Festival THE PLANET OF ART - 2024, it is planned to organize a traditional exhibition of the winning artworks at UNESCO Headquarters in Paris (France) in November 2024. This event will open new horizons for project participants, allowing them to present their works to the world community and become part of the global dialogue in the arts.

The theme of the festival in 2024 is **UNESCO World Heritage Sites**, the artistic expression of their beauty and fragility. The festival is designed to raise awareness of the younger generation about global natural and cultural values, the importance of their preservation and protection.

UNESCO World Heritage Sites are outstanding natural and cultural attractions and their value is universal and worldwide. These objects symbolize the architectural and landscape diversity of the planet and are an integral part of world history. Studying and caring for the World Heritage,

accessing the inexhaustible treasury of world culture strengthens the ideals of peace, and creativity helps to express the individuality of everyone and, at the same time, unites a variety of people.

The Kazakhstan Federation, within the framework of its chairmanship in the World Federation of Clubs and Associations for UNESCO, is launching a new cycle of the International Youth Festival **THE PLANET OF ART - 2024**. This initiative is aimed at expanding the creative potential of youth and supporting the development of the gifted younger generation - the main driving force that will ensure future sustainable development, preservation of the world and its cultural wealth. The festival will allow the younger generation to deepen mutual understanding, intercultural dialogue, and knowledge of the regions and participating countries.

Objective:

Supporting talented youth, revealing their creative potential, popularizing the diversity of art and culture of the participating countries at the international arena through strengthening international cultural ties, studying UNESCO World Heritage sites, visually representing their importance and beauty, as well as demonstrating the need for subsequent protection and preservation.

Tasks:

- promoting ideas of peace and harmony through culture and art;
- support and development of creative youth and children;
- development of the creative potential of children from remote regions and socially vulnerable segments of the population;
- popularization of children's and youth creativity and strengthening of friendly ties between young artists from different countries;
- promoting all forms of diversity of cultural expression and enhancing their national relevance;
- preservation of cultural heritage;
- raising public awareness of the importance of preserving and protecting of outstanding cultural sites included into UNESCO World Heritage List;
- promoting recognition and understanding of the different cultures represented in UNESCO World Heritage;
- promoting dialogue and cooperation between artists, cultural heritage experts and the public;
- enhancing sustainability and environmental responsibility in World Heritage management;
- creating a platform for the exchange of ideas, best practices and innovative approaches to the conservation and promotion of World Heritage;
- promoting Kazakhstan's experience of intercultural dialogue and mutual understanding;
- expanding the horizons of participants, the opportunity to demonstrate their abilities, skills, imagination and individuality;

- exchange of experience and improvement of professional skills;
- attracting leading figures of art and culture of Kazakhstan to work with children;
- promotion and support of Kazakhstan's initiatives in international organizations;
- attracting the attention of the wider international community to Kazakhstan by demonstrating the creative potential of youth;
- strengthening the creative potential of the Festival participating countries;
- promotion and popularization of the clubs for UNESCO movement among the general public;
- interaction of festival participants at the international level.

Organizers of the project:

Kazakhstan National Federation of Clubs for UNESCO and World Federation of UNESCO Clubs and Associations

With the support of: National Commission of the Republic of Kazakhstan for UNESCO and ICESCO, the Ministry of Foreign Affairs of the Republic of Kazakhstan, the Ministry of Education of the Republic of Kazakhstan, the Ministry of Culture and Information of the Republic of Kazakhstan, Akimat of Almaty City and the Regional UNESCO Almaty Office.

Official project partner: Eurasian Resources Group (ERG)

Co-partner: TengizChevroil Company

Conditions of the competition:

- **Participants:** children and youth from 3 to 18 years old.
- **Technique:** free.
- **Size:** free.

Participants depict or interpret, of their choice, one or several UNESCO World Heritage Sites in their work in a variety of art forms: painting, sculpture, photography and decorative arts. Organizers encourage exploration of themes related to conservation, sustainability and the importance of cultural and natural diversity. Demonstrate creativity and unique artistic styles, presenting UNESCO World Heritage sites in a new light.

- Each work must be accompanied by a completed participant form (according to **Annex 1**). Works with an incorrectly filled out application form are not allowed into the competition, works will not be returned.
- **Participation in the festival is carried out without an entrance fee.**
- **The number of artworks sent from each country is not limited**

Category and performance techniques:

- Art
- Sculpture and decorative arts
- Photography

Category: Art

Participants draw a picture reflecting the historical or cultural significance of UNESCO World Heritage Site.

The property must be depicted in all its beauty and grandeur, and its unique architectural features, natural landscapes, or cultural significance must be conveyed.

Participants use vibrant colors and detailed brushstrokes to create an artwork that captures the imagination.

Category: Sculpture and decorative arts

Participants create a sculpture or crafts artwork that embodies the spirit of UNESCO World Heritage Site.

The history and meaning of the object must be conveyed through shape and texture, and materials that are appropriate to the chosen object are used.

Participants create artworks that inspire and move viewers.

Category: Photography

Participants showcase UNESCO World Heritage Site through photography that highlights its exceptional value and beauty.

During the work, participants apply the laws of composition, lighting, and perspective to create a visually breathtaking image that conveys the significance of the subject.

Must be created a photography that reflects not only the physical characteristics of the subject, but also its cultural and historical context.

General criteria for all categories:

Evaluated

- artistic value and technical skills;
- originality and creativity;
- connection with the topic;
- understanding and conveying the significance of UNESCO World Heritage Site;
- visual impact and aesthetic appeal;
- inspiring and enlightening format;
- compliance with the rules of the competition including deadlines for submitting applications.

Stages:

- **I STAGE:** Announcement of the project and acceptance of applications (May 30 – July 31, 2024).
- **II STAGE:** Qualifying round and preparation to the final of the project.
- **III STAGE:** Final of the International Youth Festival THE PLANET OF ART (October 24-27, 2024).
- **IV STAGE:** Exhibition of the finalists' works at UNESCO headquarters in Paris, France (November 2024).

STAGE I: Announcing the project and accepting applications (May 30 – July 31, 2024)

Submission of the artwork:

1. Original artworks must be sent **before July 31, 2024** to the office of the Organizing Committee of the Kazakhstan National Federation of Clubs for UNESCO by any express mail (UPS, DHL, EMS, etc.) or simply by mail to the address **Republic of Kazakhstan, Almaty,**

050046, pr. -t Abaya, 159 with the note THE PLANET OF ART Festival - 2024.

2. In case of difficulties providing original artworks, paintings can be sent in digital format to the following email: art.kazfuca@gmail.com. The file name must be the Author's First and Last Name. Photo format JPEG or JPG, photo size at least 2 MB. Maximum 10 MB. The letter must be accompanied by a participant form (Annex 1).
3. Works that will be presented to the organizing committee must be without a passe-partout, without tags (signatures, stickers, etc.) on the front side of the work. **Damaged artworks will not be evaluated by the jury.**
4. It is necessary to attach a participant form completed in English to each artwork (Annex 1).
5. Exclusive rights to further free use of submitted works are transferred to the organizing committee represented by the Kazakhstan National Federation of Clubs for UNESCO and are not returned.

In case of non compliance with one of these points, the artworks will not be submitted for the jury consideration!

STAGE II: International qualifying round (August 1 – September 30, 2024)

Results:

- All Festival participants will receive a **“Certificate of Participation”**
- Finalists included in the album - **“Finalist Diploma”**
- Winners - **“Winner Diploma”**
- Teachers of the finalists - **“Certificate for preparing the finalist of the Festival”**
- National coordinators and partners of the project - **“Gratitude Letter”**

***STAGE III: Final of the International Youth Festival THE PLANET OF ART
(October 24-27, 2024)***

Contacts:

Organising Committee
International Youth Festival THE PLANET OF ART - 2024
Kazakhstan National Federation of Clubs for UNESCO
Republic of Kazakhstan, Almaty, 050046, Abay Ave., 159
Contact number: +7 (700) 394 32 32, +7 (700) 394 32 92
www.unescoclubs.kz, art.kazfuca@gmail.com

**STAGE IV: Exhibition of the finalists’ artworks at UNESCO Headquarters in Paris,
France (November 2024)**

Preparation and exhibition of finalists’ artworks of the International Youth Festival THE PLANET OF ART at UNESCO Headquarters in Paris, France



**Participant Form
International Youth Festival
THE PLANET OF ART**

1	FULL NAME (filled out according to passport data)	
2	GENDER:	
3	DATE OF BIRTH:	
4	COUNTRY:	
5	CONTACTS (E-MAIL, NUMBER.):	
6	TITLE OF WORKS:	
7	PERFORMANCE TECHNIQUE:	
8	NAME OF EDUCATIONAL INSTITUTION, ADDRESS:	
9	FULL NAME OF TEACHER (filled out according to passport data)	