



**RULES & REGULATIONS**  
**International Festival**  
**“The Planet of Art”**  
(May-October 2022, Almaty, Kazakhstan)

*In 2022, the International Festival “The Planet of Art” is dedicated to the comprehensive study of the “Heritage of the Silk Road”, as well as the 75th anniversary of the UNESCO Clubs Movement.*

The history of the project originated in 1999, when, on the initiative of the Director General of UNESCO, in all member countries of the organization, the Competition “Children of the World Draw” was launched, which served as a starting point in the development of the UNESCO Club Movement in the Republic of Kazakhstan. Having received wide popularity, it traditionally takes place on an annual basis. Over the past 20 years, this Festival, which has covered more than 45,000 participants, has expanded its borders several times from the national to the sub-regional Central Asian and from the regional Asia-Pacific to the international levels. In connection with the unification of two key programs of the Federation “Children draw the World. Asia” and “Children in the Rhythm of the World”, artistic and musical directions, and in order to cover as many interested children as possible, the new format of the festival received a new name “The Planet of ART” and began to be carried out at the international level.

Thanks to the joint efforts of a wide range of partners, all children, regardless of their social status, including children from remote regions and rural areas from all regions of Kazakhstan and all countries, on an absolutely free basis, have equal chances to demonstrate their talents and subsequent work with leading specialists and honored artists of the Republic of Kazakhstan.

Each participant will have the opportunity to represent their country and act as young ambassadors of their culture on the international stage of the festival. Inviting the winners of the national competitions of the participating countries will strengthen international ties in the field of culture and art and motivate young talents to participate in the national stages of the festival.

Interest in a comprehensive study of the phenomenon of the Silk Road logically led to the realization of the urgent need for its inscription on the UNESCO World Heritage List in 2014. As you know, throughout the history of the Silk Road, the routes of dialogue, trade, interaction and exchanges united people and their cultures. First created as a network of communication and exchanges, they significantly influenced the history of the world: the culture and religion of peoples, languages, science, while preserving the intellectual and artistic heritage. And today, the search for an optimal approach to achieving “unity in diversity” by providing universal access to the inexhaustible treasury of world culture remains more relevant than ever.

The Kazakhstan National Federation of UNESCO Clubs, as a partner organization of UNESCO, within the framework of the International Decade for the Rapprochement of Cultures (2013-2022), the Year of Folk Art and Cultural Heritage of the CIS and the Year of Children in Kazakhstan, the 30th anniversary of Kazakhstan's entry into the UN and UNESCO, the promotion of the state program “Rukhani Zhangyru” and the 75th anniversary of the Club Movement launches a new cycle of the **International Festival “The Planet of ART-2022”**, aimed at improving the

knowledge of the younger generation about each other, mutual understanding, deepening interfaith and intercultural dialogue and promoting tolerance.

In this regard, the Organizing Committee of the Festival invites talented youth from all over the world to show their artistic abilities by drawing their vision of the Silk Road and its heritage, as well as to become part of a friendly international community.

**Objective:**

- Support for talented youth, realization of their creative potential, popularization of the diversity of art and culture of the countries participating in the festival in the international arena, strengthening of international cultural ties.

**Tasks:**

- support and development of creative youth of the world.
- development of the creative potential of children from remote regions and socially unprotected segments of the population.
- popularization of children's and youth creativity and strengthening of friendly ties between young performers from different countries.
- promoting all forms of diversity cultural expressions and enhancing their visibility at the national level.
- preservation of the intangible and tangible cultural heritage of the peoples of the CIS countries and the whole world.
- promotion of Kazakhstani experience of intercultural dialogue and mutual understanding.
- expanding the horizons of the participants, the opportunity to demonstrate their abilities, skills, imagination, and individuality.
- exchange of experience and professional development.
- involvement of leading figures of art and culture in work with children.
- popularization of national art and creativity of Kazakhstan in the international arena.
- promotion and support of Kazakhstan's initiatives in international organizations.
- attracting the attention of the general international community to Kazakhstan by demonstrating the creative potential of youth.
- strengthening the creative potential of the participating states of the festival.
- promotion and popularization of the UNESCO club movement among the general public.
- interaction of festival participants at a high international level.

**Organizers of the project:**

- Kazakhstan National Federation of Clubs for UNESCO
- National Commission of the Republic of Kazakhstan for UNESCO and ISESCO
- UNESCO Cluster Office in Almaty for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan

**Conditions of the competition:**

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

- **Size:** free.

### **Nominations:**

- 1. «Silk Road: Cultural Heritage»;**
- 2. «Silk Road: Innovations»;**
- 3. «Silk Road: Friendship of nations».**

**The Great Silk Road** is a caravan road that connected East Asia with the Mediterranean Sea in ancient times and the Middle Ages. It was primarily used to export silk from China, that is where the road takes its name. The path was laid in the II century BC. The routes of the Great Silk Road originate in East, South and Southeast Asia, crossing the Kazakh steppes, Central Asia, the Indian subcontinent, the Iranian and Anatolian plateaus and the Arabian Peninsula. They also extend across East and North Africa, covering the regions between present-day Tanzania and Morocco. Following this, they reach the Iberian Peninsula, crossing Eastern and Southern Europe.

#### **1. Nomination «Silk Road: Cultural Heritage»**

For more than two millennia, the route network of the Great Silk Road has facilitated many interactions between different people and cultures. To this day, countries are trying to recreate the former model of the path to connect East and West. Along with this the legacy of the Silk Road is the formation of the political, economic, cultural structure of the countries through which it passed. Along all its routes, large and small trading cities and settlements arose. Great trading cities such as Kashgar, Kokand, Samarkand, Bukhara, Khiva, Kunya-Urgench, Merv and Nishapur, etc., arose at the crossroads of the Silk Roads. But also, there are those cities and civilizations that were devastated and ended their existence. However, they also have a great influence on history.

The organizers expect to see the Silk Road in its ancient and current form, how the heritage of the route looks now and / or looked like in the past. It can be an illustration of ancient cities, historical monuments, cultural heritage in its current form, or in the form of a parallel between the past and the present form, as well as the illustration of cities, civilizations and monuments that do not exist now. So, if you draw a current city that existed during the Silk Road, with your drawing you can introduce the viewer with its history and features. And if your choice falls on a civilization, a mausoleum, a monument or any other historical object that has already collapsed, then with this drawing you will help the viewer to recreate the image of a now non-existent object and draw his/her attention to the importance of preserving cultural values from destruction and keep knowledge of the former cultural heritage.

#### **2. Nomination «Silk Road: Innovations»**

Trade and the exchange of goods were the main motivation for the development of the path. For centuries, multilingual oriental bazaars were noisy, for hundreds of years merchants carried precious silks and stones, spices and dyes, gold and silver, exotic birds and animals along dusty caravan roads to sell to Europeans. Along the way, China exported fabrics, oils, spices, bronze and silver items, porcelain, and in return received furs, leather, fruits, rare animals, precious stones, incense and cosmetics, valuable woods. The path also served to spread technologies - sericulture, paper making, glass making, etc. Throughout its long history, contacts between different civilizations and peoples led to the exchange of various kinds of knowledge in the field of philosophy, mathematics, geography, cartography, astrology and astronomy. And local craftsmen tried to adopt the secrets of pottery, imitate other masters, compete with them, and bring something of their own.

The organizers invite the participants to demonstrate the life of that time, the colorful days of the inhabitants and the beautiful landscapes of the local area, bazaars, and do not forget to add the main components of the features of that time: these are different goods, animals or silk, as well as the development of science, various technologies, music and literature. On the one hand, the artist has the task of embodying the image of that time, on the other hand, to show what innovations, developments to science has brought the Silk Road.

### **3. Nomination «Silk Road: Friendship of nations»**

The Silk Road has become a symbol of not only the development of trade and the spread of scientific knowledge, but also the spread of religion and the distinctions of various cultures. Thus, people "carried" their faith and traditions to foreign lands. Our modern interconnected society is the result of exchanges between different cultures and groups of people. These were travelers, merchants, scientists, missionaries, pilgrims, and government officials on the Great Silk Road. Today, the Great Silk Road remains the leading trade route, providing an outstanding model of long-term peaceful interaction between different cultures, societies and civilizations.

The organizers want to see the participant's thinking, his idea of harmony and interweaving of cultures, as well as the concept of peace and well-being between people of different beliefs. That is, to show how people from different nations and representatives of different religions intersected and interacted.

- Taking into account the themes of the direction of the Festival 2022 and the publication of a special album "The Heritage of the Silk Road", we welcome the implementation of works in the appropriate subjects that reflect the history, events, personalities and culture of the era when the Silk Road was the main trade route along the East and West.
- For each work, you must attach a completed participation form in English (through Google Forms attached in next section). Works with an incorrectly completed application form are not allowed to the competition, works are not returned.
- **Participation in the festival is carried out without an entrance fee.**
- **The amount of work sent from each country is not limited**

#### **Technique:**

- Graphics;
- Painting;
- Sculpture;
- Applied arts (artistic ceramic, wood carving, metal carving, leather crafting, batik, tapestry, etc.);
- National applied arts (musical instruments, household items, textile, etc.);
- Design of costume, interior, landscape, industrial, graphic and computer design;
- Art photo;
- 3D modeling.

### Stages:

- **STAGE I:** Announcement of the project through the national coordinators in the participating countries and acceptance of applications (May 15 - July 30, 2022).
- **II ЭТАП:** International screening (August 1–30, 2022)
- **STAGE III:** Final of the International Festival “The Planet of Art” (October 1–30, 2022)

*STAGE I: Announcement of the project through the national coordinators in the participating countries and acceptance of applications (May 15 - July 30, 2022).*

### Submission of the artworks for the Final Screening:

1. Original works should be photographed and sent in digital format through Google Forms in the format of a photograph **JPG, PNG** image size not less than **5 MB**, before **July 30, 2022**. Note: The works will be exhibited and printed. In this regard, the photos of drawings should be in **good quality and clear**. We highly encourage you to consider that!!!

**Link to the form (to send the work, please, fill the form):**

[https://docs.google.com/forms/d/e/1FAIpQLSfllHOSVv\\_BNBecvBfglu\\_RRU3e9SAAgEXeZ9S-b-YowsxDVQ/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSfllHOSVv_BNBecvBfglu_RRU3e9SAAgEXeZ9S-b-YowsxDVQ/viewform?usp=pp_url)

Here is the useful information on how take a picture of your painting properly:  
<https://www.artistsnetwork.com/art-mediums/oil-painting/how-to-photograph-a-painting-step-by-step/>

If for some reason the work cannot be sent to the organizing committee (due to some technical problems) they should be photographed and sent in digital format to [kazfuca@gmail.com](mailto:kazfuca@gmail.com) in the format of a photograph JPG, PNG image size not less than 5 MB. The original works can also be sent through express mail (UPS, DHL, EMS, etc.) to the address: **Kazakhstan National Federation of Clubs for UNESCO, Republic of Kazakhstan, Almaty, Abay avenue, 159. Postal code 050046**, with an attached form in **Appendix 1**

2. The works that will be sent to the Festival and Organizing committee must be **without** tags (signatures, stickers, etc.) on the front side of the work.
3. It is necessary to fill the Google Form properly or attach at each work the participant form filled out in English (**Appendix 1**) if needed.
4. Exclusive rights to further free use of the submitted works shall be transferred to the Organizing committee represented by Kazakhstan National Federation of Clubs for UNESCO and will not be returned.

**In case of non-compliance with one of these points, the work will not be submitted for consideration!**

*STAGE II: International screening (August 1–30, 2022)*

### Results:

- All participants will be awarded with **“Certificate for participation”**
- Finalists, whose artworks will be included in the album - **“Diploma of the finalist”**
- Winners - **“Diploma of the winner”**
- Instructors of the finalists - **“Certificate for preparation of the finalist”**
- The organizers of the regional screening tour - **“Letter of gratitude”**

A commemorative album "**Heritage of the Silk Road**"  
will be released at the end of the festival

**STAGE III:** *Final of the International Festival "The Planet of Art" (October 1–30, 2022)*

**The festival will include:**

- Within the framework of the festival, the presentation of the album "Heritage of the Silk Road" will take place, which will include the works of the finalists and winners.

**Contacts:**

**Organizing Committee  
of International Festival "The Planet of Art"**

Kazakhstan National Federation of UNESCO Clubs

Republic of Kazakhstan, Almaty, Abay avenue, 159. Postal code 050046.

tel: +7 (727) 394 32 32, +7 700 487 76 63

[www.unescoclubs.kz](http://www.unescoclubs.kz), [kazfuca@gmail.com](mailto:kazfuca@gmail.com)



**Member profile**  
**International Festival under the auspices of UNESCO**  
**"The Planet of Art"**  
**(Filled in English)**

1	<b>NAME</b>	
2	<b>LAST NAME:</b>	
3	<b>GENDER:</b>	
4	<b>DATE OF BIRTH:</b>	
6	<b>COUNTRY</b>	
7	<b>NOMINATION:</b> (Need to put plus +)	<input type="checkbox"/> « Silk Road: Cultural heritage» <input type="checkbox"/> «Silk Road: Innovations» <input type="checkbox"/> « Silk Road: Friendship of nations»
9	<b>TECHNIQUE:</b>	
10	<b>NAME OF THE WORK:</b>	
11	<b>SCHOOL, ADDRESS:</b>	
12	<b>TEACHER'S NAME:</b>	