

#ARTOFCHANGE
#BRINGWATER

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YOUR ART IS YOUR STATEMENT

Access to clean water is a basic human right. WaterAid needs your help to inspire world leaders to double their investment in water and hygiene.



THE BRIEF

Can YOUR art inspire world leaders to DOUBLE their financial investment in water and hygiene?

Handwashing is the first line of defence against the spread of COVID-19, yet a shocking three billion people have nowhere to wash their hands with soap and water at home, despite this being one of the only ways to prevent the spread of the deadly disease, while one in four health centres globally and nearly half (45%) of health centres in least developed countries don't have clean water. This is not good enough. Governments around the world must take action to provide clean water and hygiene to those most in need.

Your ART is your STATEMENT. Use at least one of our visual prompts below to inspire your piece of art. You are free to interpret the words in your own way:

- Water (or lack of) in healthcare centres
- The crucial role of nurses and healthcare workers
- Community action
- Handwashing and hygiene
- The power of people
- Empowering the community
- Togetherness and shared experience

THE CAMPAIGN

Art is powerful, art can change the world, and artists are uniquely placed to communicate and inspire that change. That's why WaterAid needs your help to create beautiful, thought-provoking pieces of work that will inspire action.

Artwork that best fits the brief will be presented to our prestigious judging panel, comprising of Grayson Perry, Aïda Muluneh, Russell Tovey and Jean Jullien, who will shortlist the top 12 pieces.

Their selection of favourites will then be revealed on our website and voted on by the public, to galvanise public support for our campaign and elevate our message. The winning piece will be revealed on Global Handwashing Day, 15 October 2020.

The public's favourite piece will then be printed, posted and put in front of world leaders to encourage them to double their financial investment in water and hygiene in response to COVID-19, ahead of the G20 in November, as well as celebrated on our channels and in public spaces.

The artist of the winning artwork will receive €2,000 (euros) kindly gifted from a supporter of the arts who would like to remain anonymous. They will also be offered a one-on-one mentor session with renowned photographer and contemporary artist, Aïda Muluneh.

HOW TO SUBMIT YOUR ART

Send your hi-res artwork and your details to bringwater@wateraid.org. You may submit files in the following formats: JPEG, PNG. **Preferred size is A4 (2480 x 3508 pixels)** as this is how the artwork will be displayed in the online gallery. Maximum file size 20MB. Artists are welcome to submit work in mediums including digital art, mural, painting and sculpture. Video cannot be accepted. Please submit up to 5 high quality photos per submission. This is a digital-first campaign and therefore the photography of the artwork will be very important if they are non-digital pieces of art. However, please note that only one photo will be used to display the art, the image itself will comprise your artwork. Multiple entries are allowed. Submission is free of charge.

What to include in your submission:

- Full name
- Where you live (city, country)
- Contact details (email address, phone number)
- Website (if you have one)
- Social handles (Instagram, Twitter, other)
- Your artwork's title
- Your story behind the artwork: tell us what inspired you to respond to the brief and your creative process. What do you want people to think, feel and do when they see your artwork? Share your story in a maximum of 100 words.

Submission deadline: 27 July 2020, 12 noon.

WaterAid's prestigious Judging Panel will shortlist 12 pieces of artwork that will be showcased on the website for voting in August 2020. Note: there will also be a public gallery for great pieces of art that didn't quite make the top 12.

A FEW SIMPLE RULES...

DO

- Read our full [terms and conditions here](#) before submitting.
- Capture one of the above visual pointers per submission.
- Capture 'water' in the imagery or text.
- Show people with dignity, who have the power to help themselves.
- **Please submit the high resolution artwork (up to five images per submission) in either formats JPEG or PNG (max file size 20MB)**
- Keep a look out as we'll be putting your art out on our social channels (@wateraid and @wateraidUK) and out in public spaces as it comes through.
- Share your artwork to your social channels as soon as you have submitted using #ArtOfChange, #BringWater, @WaterAid, #WaterAid and encourage your community to respond to our Creative Brief.
- Only submit work originally created by you.

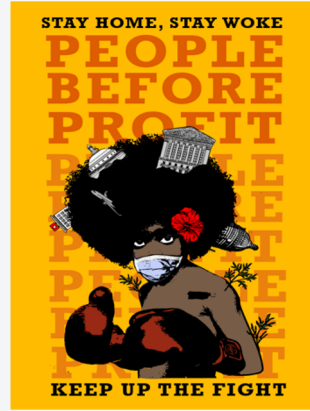
DON'T

- Show people in extreme distress or use imagery where the camera looks down on someone.
- Use any logos (including the WaterAid logo) in your work.
- Deviate from the visual prompts provided in the brief.
- Include language or imagery that is or could be interpreted as inflammatory, discriminatory or stigmatising.
- Your work must not infringe the rights of any other party and must not otherwise be obscene, defamatory or in breach of any applicable legislation or regulations.

ART ACTIVISM INSPIRATION



Clean Hands Saves Lives by [Studio Fizz](#)



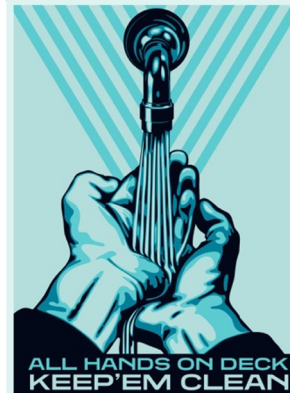
"People before profit" by [Bemba PR](#)



"Always Together" by [Holy Moly UK](#)



"United We Overcome" by [Adam Turner](#)



"All hands on deck" by [Mike Nicholson](#)



"First Responder" by [Coco Senderling](#)



"Solidarity is stronger" by [Radical Emprints](#)