

## Application Guideline Application guideline and qualification

**The International Association of Art (IAA), a partner organization of UNESCO, is an international non-government organization founded in 1954 for artists for the enhancement of their freedom, improvement of economic and social status, protection of material and moral rights, as well as mutual exchange and cooperation.**

### 1) Foundation Background

Following the suggestion to seek "the ways for artists to contribute to society in the purpose of the UNESCO," which was raised at the third general assembly of the UNESCO in 1948, the secretary of the UNESCO started to look for measures to improve the working conditions of artists and to ensure their freedom, by identifying what kinds of social, economic, and political obstacles lay in the way of being artists.

At the sixth general assembly of the UNESCO in 1951, the secretary conducted preliminary research on the possibility of establishing an international association of artists that can internationally represent artists in the field of visual art and closely cooperate with regards to the projects of the UNESCO. And as a result, at the seventh general assembly in 1952, the first 'International Assembly of Artists' was held and its preparation committee was organized. And at the eighth general assembly in 1954, the establishment of the 'International Association of Art' was officially approved, and its first meeting was held. Currently, there are 120 members (80 countries and 40 NGOs) working as the IAA national committee.

This 『IAA Incheon International Art Festival 2023』 has been planned and designed to protect the rights of art associations, art-related NGOs, and professional artists in the global art market and to improve professional artists' international exchange and cooperation as well as their economic and social status with the purpose of protecting the material and moral rights of artists.

The exhibition consists of the 'International Art Contest' and the 'Special Exhibition,' with nation-representing artists recommended by the art associations of each country, and the appointment of entries for the contest will be made by the selection committee of the host country and 15 other countries through online applications by continent and sector.

And three major awards will be granted by VIP audiences on the day of the exhibition.

The opening event will be held as a three-hour party on the site of the exhibition, with major galleries, exhibition artists, cultural and artistic figures, and government figures of each country as VIPs. This event will be the occasion for appreciating and purchasing artwork, international exchange, and the exchange of information.

As the second part of the event, the 'IAA ART AWARDS', an award ceremony for artistic figures and organizations for their efforts and endeavors of the year, will be held at Incheon Songdo Convensia's theater hall, run by the 'host broadcaster' and the 'host influencer association.'

**That is, the exhibition event will be the international 'Art Olympics', and the IAA ART AWARDS will be the 'Academy Awards of the art scene.'**

**This 『IAA Incheon International Art Festival 2023』 will be a great opportunity to see the new trends in the current art scene and great creations.**

**Also, it will be an event where the world's most famous galleries are invited to purchase artworks and contact artists, receiving evaluations from art critics and the press.**

**The main awardees and their artworks will get the benefit of the best publicity, and their honor and economic and social status in the art market will be elevated. This event will be internationally famous.**

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### 2) Event Summary

- **Host** : IAA (The International Association of Art) and IAA Korean Committee
- **Organizer** : IAA Incheon International Art Festival's governing body, Incheon Metropolitan City Fine Art Association, 365Build Co., Ltd.
- **Sponsors** : Incheon Metropolitan City, Fine Art Association, Woowain Co., Ltd.
- **Event period** : June 1 to 4, 2023 (4 days)
- **Location** : Incheon Songdo Convensia, hall 1 to 4
- **Event content** : IAA member nation's Art Olympics (International Art Contest and Special Exhibitions), Art Awards, Art Metaverse and NFT, International Art Conference

Opening VIP Party, Press Preview

June 1, 2023 (11:00 ~ 19:00)

Art Awards

June 1, 2023 (19:00 ~ 21:00)

Exhibition Hours

June 2 ~ 4, 2023 (11:00 ~ 18:00)

Exhibition Installation

May 31(11:00 ~ 20:00) to June 1(00:00 ~ 10:00) 2023

Exhibition Removal and Retrieval

June 4, 2023 (18:00 ~ 22:00)

### ▶ International Art Contest

Application deadline (IAA Committees of each country)

March 1, 2023 (Application fee USD 500 must be paid)

1st selection (IAA Committees of each country)

March 3-9, 2023 (Select 20 pieces at the maximum)

2nd selection (Selection committee of the host country)

April 3-7, 2023 (selecting 500 pieces for the final)

Final selection announcement

April 12, 2023 (23:00 (KST))

- Will be posted on the website
- Emails will be sent to the IAA Committees of each country

### ▶ Special Exhibition

Application deadline

March 1, 2023 (Application fee USD 50,000 must be paid)

Sending the first guideline to the participating countries

March 10, 2023 (Indication for booth design)

Sending the second guideline to the participating countries

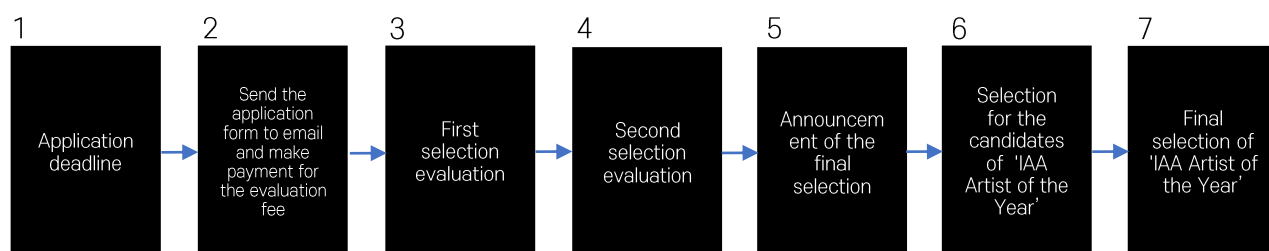
April 11, 2023 (Confirmation of booth assignment (online draw), list of participants, and list of VIPs)

## 3) Exhibition Details

### ▶ International Art Contest

Any IAA member can apply for the International Art Contest, and the selection committee of the host country and 15 other member countries will judge and make the final selection of the entries submitted through the online application process.

The selected artworks will be subjected to the first to third prize of the 'IAA Artist of the Year' by the VIP audiences on the day of exhibition and will be granted at the 'Art Awards'.

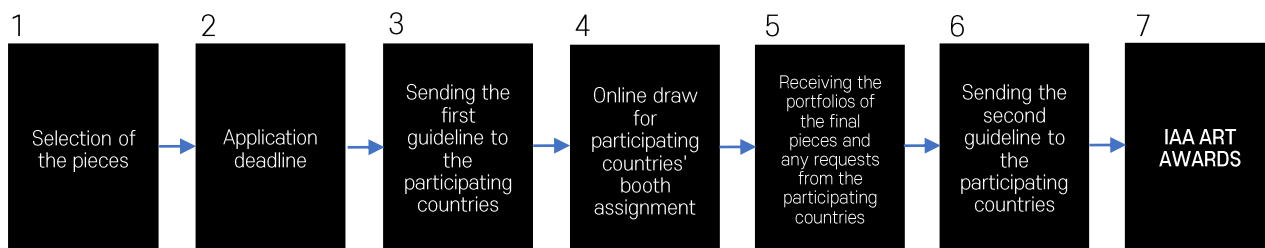


- **Qualification** : IAA member, individual application
- **Application deadline** : **March 1, 2023** (Entry fee must be paid)
- **Entry fee** : USD 500, 2 pieces per person
  
- **Judges** : IAA Committee members of each country, 18 selection committee members of the host country.  
(3 IAA Korean Committee members, 15 IAA Committee members of 15 countries)
  
- **1st selection (IAA Committees of each country)** : **March 3-9, 2023** (Select 20 pieces at the maximum)
  - \* The list of selected entries will be sent to the selection committee of the host country through email. (application@iaaiiaf.com)
- **2nd selection (Selection committee of the host country)** : **April 3-7, 2023** (selecting 500 pieces for the final)
- **Final selection announcement** : **April 12, 2023**
  - \* Will be posted on the website (www.iaaiiaf.com), emails will be sent to the IAA Committees of each country
- **Final screening** : Each VIP audience at the opening VIP party will vote on 1 piece of artwork to finally decide the first to third prize of the 'IAA Artist of the Year'.
  
- **Shipping and transportation of the artworks** : (from each country to the exhibition site and vice versa)
  - Each participating country will be responsible for the shipping expense
  - There has to be two responsible people from each country's IAA committee.
  - \* Shipping agency when taking out (participating country borne by the participating country)
  
- **Award granting** : The winning artwork will be owned by the governing body of the host country
  - **IAA Artist of the Year (Gold)** : A prize of USD 700,000 and a trophy.
  - **IAA Artist of the Year (Silver)** : A prize of USD 350,000 and a trophy.
  - **IAA Artist of the Year (Bronze)** : A prize of USD 200,000 and a trophy.

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### ► Special Exhibition

The special exhibition will feature artworks by nation-representing artists who will be recommended by IAA committees from participating countries.



- **Qualification** : IAA committees of each country will recommend 30 artists by field.
- **Application deadline** : March 1, 2023
- **Entry fee** : USD 50,000 (3m x 12m, including 50 art brochures and insurance fee)
- **Sending the first guideline to the participating countries** : March 10, 2023 (Indication for booth design)
- **Sending the second guideline to the participating countries** : April 11, 2023
  - Confirmation of booth assignment (online draw), list of participants, and list of VIPs.
- **Booth design** : Assisting with any booth design desired by participating countries (floor, back panel's height, colors, and digital works)
- **Basic facilities provided**
  - White booth (3m x 12m), walls (4m high), and basic lighting
    - \* Additional booths will be charged at USD 10,000 (3m x 3m).
    - \* Special lighting and special booths should be requested beforehand.
  - 3 Desks and 6 chairs
  - 3 Nameplates and exhibitor passes (30 provided basically)
  - VIP pass and invitation cards (30 provided basically)
  - 50 Art brochures : in 3 languages (Korean, English and French)
    - \* Brochures for sales (publication) will be provided in the language of each participating country. (Royalty costs will comply with the international standard)
- **Award categories (31 awards in 15 categories)**
  - Gold IAA Art Award (1 person), Gold IAA Rookie of the Year Award (1 person)
  - Gold Canvas Award (2 people), Gold Brush Award (1 person), Gold Sculpture Award (1 person)
  - Gold Art Award (3 people), Gold Gallery Award (2 people), Gold Digital Art Award (1 person), Gold Academy Award (1 person)
  - Gold Journalist Award (2 people), Gold Magazine Award (1 person), Gold Entrepreneur Award (1 person)
  - Gold Achievement Award (1 person), Gold Appreciation Plaque (12 person), Gold Achievement Plaque (1 person)

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### 4) Booth fee payment information

- **International Art Contest (entry fee must be paid) : March 1, 2023**  
(Payment should be made at the same time as submitting the application form)
  - **Special Exhibition (Booth fee must be paid) : March 1, 2023**  
(Payment should be made at the same time as submitting the application form)
1. Application fee and the booth fee should be paid under the name of the participating artist (for International Art Contest) or the name of the IAA committee (for Special Exhibition).
  2. The remittance charge should be paid by the participants.
  3. Application will be completed only after paying the application fee and the booth fee at the same time as applying online.

### 5) Shipping, bringing (insurance) and retrieving of the artworks

- Artworks should arrive at the exhibition site by May 30, 2023.
- Each participating country will be responsible for the shipping expense (from each country to the exhibition site and vice versa)
- People in charge of shipping from the participating countries (2 people) will go through examination with responsible people from the host country (2 people) and hand over the artworks.
- Responsibility for any damage, loss, or delay occurring during shipping of the artworks lies with the participating countries or institutions, and the governing body of the host country will take over the responsibility after the examination.
- The governing body of the host country will be responsible from the time artwork is installed at the exhibition site until the end of the exhibition period.
- The governing body of the host country will sign up for international art insurance for all artworks that will be exhibited.
- Participating countries will bear the costs of artworks' shipping (from their countries to the exhibition site and vice versa).
- When retrieving the artworks, use the shipping agency (participating countries will bear the cost).

### 6) Bank Information

- **Bank Name** : Hana Bank (Yeouido Banking Center)
- **Address** : 53-1, Yeouinaru-ro, Yeongdeungpo-gu, Seoul, Korea
- **SWIFT CODE** : KOEXKRSE
- **Account No** : 149-910013-86238
- **Account Holder Name** : 인천미술협회 (IAAIAF 운영위)

### 7) Application information

Please download 'International Art Contest / Special Exhibition Application Form' from our official website.  
([www.iaaiiaf.com](http://www.iaaiiaf.com))

Please submit the completed 'International Art Contest / Special Exhibition Application Form' to our email.  
([application@iaaiiaf.com](mailto:application@iaaiiaf.com))

## 8) Participation regulation

### ▶ Use of the exhibition space

- Participants must not put the whole or any part of the exhibition space on lease for others.
- There should be no other advertisements or artwork in the booth besides the one submitted for application.
- There should always be either a participant (artist) or a staff in each booth, and the exhibition's ending time must be precisely followed.

### ▶ Judgment for participation

- For the success of the event, the host of the International Art Contest will employ a fair judgmental method. The first selection will be made by the IAA Committees of each country, and the second selection will be made by the 18 selection committee members of this event.
- The host will have an independent decision-making right over the submitted applications and can accept or reject them at its own decision.
- The host reserves the right to cancel the participation of the exhibition any time a false fact is found in the document of a participant or a breach occurs in the conditions for participation.

### ▶ Assignment of booth

- International Art Contest :  
The host has the right to assign the booths, and the position change and shape modification of the booths can happen at any time depending on the host's circumstances. The participants can modify the booth to work with the artwork as long as the exhibition space allows, and the host has the right to adjust the entry door, hall, and hallways.
- Special Exhibition :  
Assignment of booths will be made by the online draw by each country.

### ▶ Installation of artworks

- The installation of artworks should be finished within the given time so that the opening time will not be affected.
- The participants should consult with the host and get prior approval in case they plan to install elements other than the white walls in the booth provided for the installation of artwork.
- When any property in the exhibition space other than the white walls for the installation of artwork is damaged, the host may demand reimbursement.
- For the smooth operation of the event and to create a proper exhibition environment, change of artwork is available before or after the exhibition hours, and the installed artwork should be maintained until the end of the exhibition on the last day.

### ▶ Security

- The exhibition site and the surrounding area will be secured 24 hours a day.
- In order to maintain the security, any artwork cannot be taken outside of the exhibition site without getting the consent on the removal of artwork from the host, starting from the date of the installation of artwork to the end of the exhibition.

## 8) Participation regulation

### ▶ Shipping and insurance

- The governing body of the host country will be responsible from the time artwork is installed at the exhibition site until the end of the exhibition period.
- Participating countries and organizations will be responsible for any damage, loss, or delay occurring during shipping, and after the examination, the governing body of the host country will be responsible for the artworks.
- The selected artworks should arrive at the event place by May 30, 2023, and the shipper will hand them over to the responsible person from the host country after they go through examination by responsible people from the participating country and the host country.
- Shipping agency when taking out (participating country borne by the participating country)
- The governing body of the host country will sign up for international art insurance for all artworks that will be exhibited.

### ▶ Electricity service

- The host will provide electricity and heating and cooling services to the exhibition area.
- The participants may not use their own electricity connection facilities and must comply with fire safety regulations.

### ▶ Withdrawal of participation

Any participating country that withdraws its participation before the deadline for applications can get a full refund of the booth fee that it has paid, and the refund of the is not possible when withdrawing after that date.

### ▶ Additional clause

- In case of force majeure, the host may postpone, shorten, or cancel the exhibition period.
- The host reserves the right to withdraw any participant who has breached the regulations specified as the participating conditions.

## 9) Contact Information

Feel free to contact us if there are any questions about the procedure or the application process

Tel : +82.32.832.6888

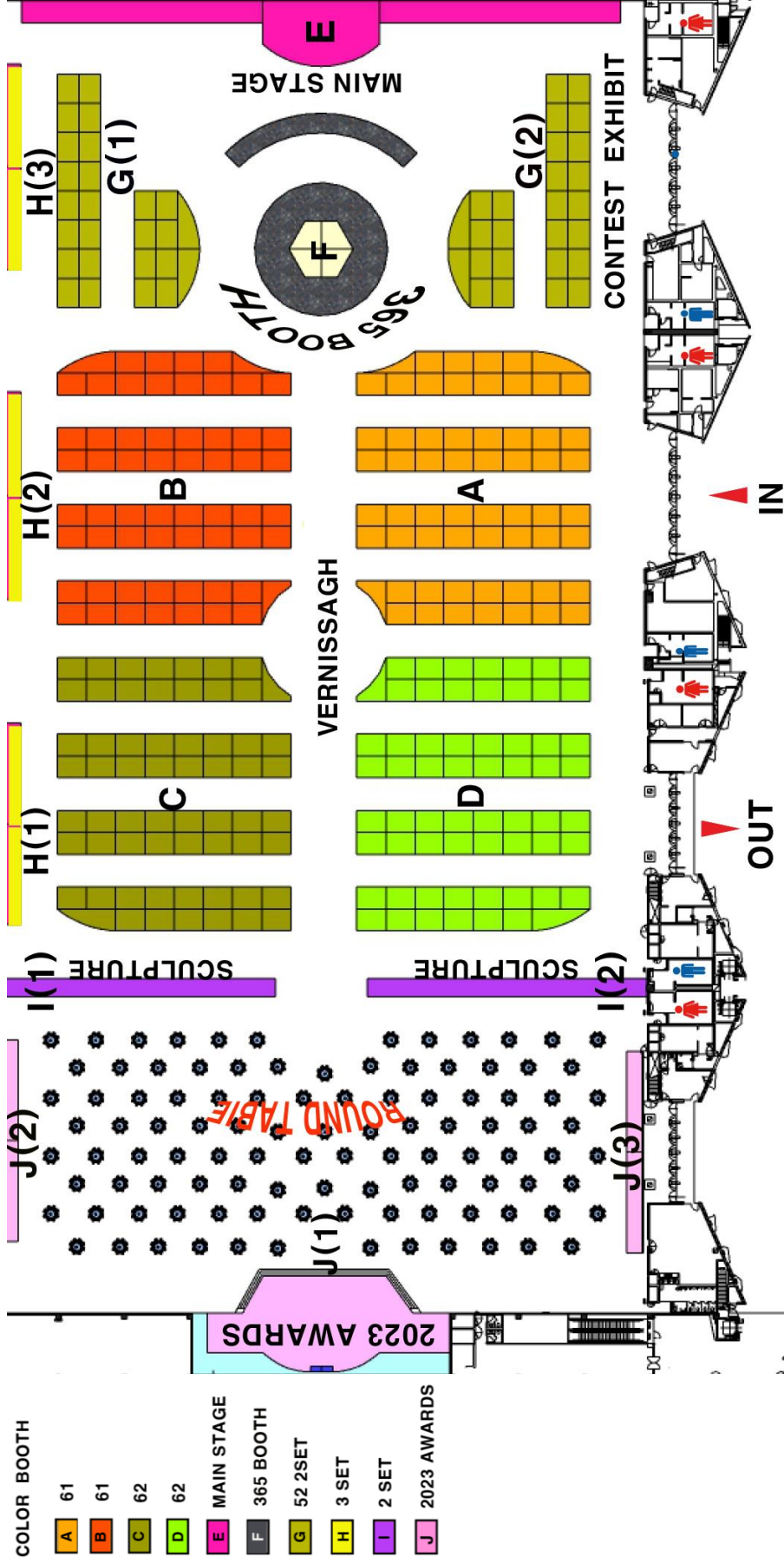
Fax : +82.32.832.6887

E-mail : [application@iaaiif.com](mailto:application@iaaiif.com)

Website : [www.iaaiif.com](http://www.iaaiif.com)



## EXHIBITION HALL





## SONGDO CONVENSIA



Songdo Convensia, located in international conference complex in the center of Songdo City is an international exhibition and convention center, 20 minutes from Incheon International Airport and 50 minutes from Seoul. It is the ideal venue for MICE, with an exhibition hall that can accommodate up to 900 booths, 20,000 people, a ballroom that can accommodate 3,000 people, and a total of 35 small to mid-size meeting rooms. Equipped with shopping infrastructure featuring 7 five-star hotels, Central Park, Incheon Art Center, Tri-Bowl and Triple Street within all walking distance, Songdo Convensia is famous for its unique design. It is a future-oriented convention center based on eco-friendly facilities and an advanced smart MICE system.

Welcome to Songdo Convensia for your  
**successful business!**