



SOCIAL ART AWARD 2025

PLANETARY HEALING: BLUE TRIBES FOR OCEAN HEALTH

The Social Art Award 2025

Berlin, Germany – March 2025. As humanity faces unprecedented environmental crises, it is time to come together and creatively contribute to healing our planet, with a special focus on the health of our oceans. This Open Call calls on all social artists and creatives worldwide to submit works that reflect the theme of "Planetary Healing – Blue Tribes for Ocean Health."

The focus is on harnessing the power of art to highlight water is life – life is water and therefore, appreciation for the ocean and its protection. The theme centers on fostering Blue Tribes—communities rooted in respect for the interconnectedness of all life forms. We wish to share compelling perspectives on how we can live harmoniously with our natural ecosystems and our human families, illustrating the richness and beauty of life.

This year's theme aligns with the UN Ocean Decade (2021-2030), a global initiative aimed at advancing scientific research, innovation, and partnerships to restore and protect our oceans. By contributing artistic visions to this effort, the Social Art Award 2025 seeks to elevate awareness and inspire action, deepening ocean literacy and encouraging sustainable practices. Additionally, the award supports the EU Mission to Restore our Oceans and Waters by addressing critical challenges such as ecosystem regeneration, pollution reduction, and sustainable marine resource use. The Social Art Award serves as a catalyst for impactful dialogue and creative solutions, encouraging art-driven initiatives for sustainable and regenerative futures.

Social Art and Its Transformative Power

Social Art is any artistic expression aimed at creating social impact and change. It engages in questioning and rethinking existing systems and paradigms, often acting as a visionary force for societal transformation. Through emotionally captivating experiences, artists have the power to ignite conversations, challenge norms, and envision positive futures. The Social Art Award seeks to strengthen the recognition and value of social art and empower artists as change-makers.

— JOIN US!

Open Call is open until March 31, 2025 (Extended Deadline: April 15, 2025)

at: www.social-art-award.org

For questions, contact us at: support@social-art-award.org

Let's inspire positive change and champion planetary healing through the power of art!

The Social Art Award 2025

Jury Panel - A Global Group of Experts in Art, Science, and Social Innovation

The Social Art Award 2025 is proud to present an esteemed jury composed of leading experts across art, science, sustainability, and social innovation. Representing diverse backgrounds from over 15 countries across five continents, this jury brings a wealth of interdisciplinary knowledge and global perspectives to selecting the most impactful social art projects.

- **Bonface Beti (KE)** – Visionary African storyteller, internationally recognized multidisciplinary artist, and founder of Mama Afrika Theatre Lab for Peace.
- **Dr. Brigitte Mohn (DE)** – Executive Board Member at Bertelsmann Stiftung, globally recognized leader in impact investing, philanthropy, and social entrepreneurship.
- **Dr. Derek Woodgate (HR/UAE)** – Globally recognized futurist, leading educator, and consultant in experimental futures, transformative learning, and media innovation.
- **Dr. Eulalia Domanowska (PL)** – Renowned art historian and curator, Director of the State Art Gallery in Sopot, and expert in contemporary and public art.
- **Fran Erazo (MX)** – Influential cultural strategist and co-founder of Culturans, driving social innovation and sustainability through art.
- **Gerrit Jan van't Veen (NL)** – Esteemed mentor, innovation strategist, and curator of major future-focused artistic initiatives.
- **Huijun Zhang (CN)** – Leading strategic communicator, environmental advocate, and expert in climate diplomacy and cross-sectoral collaboration.
- **Ifigeneia Giannoukakou-Leontsini (GR/ES)** – Respected oceanographer and researcher at ICM-CSIC, specializing in participatory ocean literacy and sustainability.
- **Jan Hurwitch (US/CR)** – Globally respected leader in regenerative futures, President of the Visionary Ethics Foundation, with expertise in leadership and cultural transformation.
- **Dr. Jennifer Halton (IE/AU)** – Leading cultural researcher and Director at the Western Australian Academy of Performing Arts, pioneering work in social innovation and interdisciplinary collaboration.
- **Johan van den Berg (ZA)** – Distinguished energy policy expert and climate justice advocate, former Head of Secretariat for Africa-EU Energy Partnership.
- **Dr. R.M. Sánchez-Camus (US/UK)** – Award-winning artist and Artistic Director of ALAS, leading expert in cultural democracy, participatory practice, and socially engaged art.
- **Maggie Greyson (CA)** – Award-winning futurist, internationally acclaimed designer, and CEO of Futures Present, shaping global narratives for change.
- **Nicole Loeser (DE)** – Internationally recognized curator, Board Director at IFAI, award-winning innovator in art and sustainability, and PhD researcher in Social Art for Transformation.

Key Benefits & Recognition

- The winner receives 1.000 Euro in prize money. Currently, we are collecting donations to enable more prizes.
- The three selected winners for the exhibition present their artwork in Belem, Brazil during COP30 in November 2025 (tbc).
- An online exhibition featuring approved artworks, providing global visibility.
- Publication of the Top 100 artworks in an official award book, distributed worldwide (please note that physical copies must be pre-ordered and pre-paid).
- The 10+2 shortlisted artists will receive professional feedback by jury.
- Networking opportunities through symposia, panels, and social art international meetups, with the potential to collaborate with more partners and fellows.
- We aim for additional exposure through a touring exhibition raising awareness for blue societies.

Submission Guidelines

The Social Art Award is open to artists and creatives worldwide, working in any medium, e.g. digital art, community art, painting, sculpture, photography, installation, etc. Artists may submit up to three different works. Each submission should include:

- A high-resolution image of the artwork.
- A brief artist statement (max. 300 words) explaining the work's connection to the theme.
- In the second stage of application the artist's biography (max. 200 words) and a more specific work description has to be sent in.

Timeline of Events

Open Call for Submissions: Closes 31 March 2025 (**Extended Deadline: 15 April, 2025**)

- Selection Process by International Jury:
 - Stage 1 (Top 100, selection by jury): 15 April 2025 - 30 April 2025
- Public Voting (selecting 2 Wildcards): 1 May 2025 – 8 May 2025
 - Stage 2 (Top 10, international jury): 10 May 2025 - 15 June 2025
 - Stage 3 (Top 3, international jury): 23 June 2025 - 26 June 2025
- Final Decision: 2 July 2025

Events & Public Engagement

To broaden the impact of the Social Art Award 2025, we are organizing a series of symposia and public engagement activities that explore the intersection of art, science, and planetary healing.

- **12 June** – Blue Schools Symposium (Online | 4:00 – 7:00 PM CET | German)
Exploring ocean literacy, sustainability education, and the role of social art in fostering awareness among young generations.
- **20 June** – Social Art & Social Design Festival (On-site | Berlin)
A full-day festival showcasing social art and design as drivers of regenerative futures through exhibitions, workshops, and discussions.
- **2 July** – Award Ceremony (Online | 5:30 – 7:00 PM CET | English)
Presentation of the Social Art Award winners, featuring jury insights and artist presentations.
- **9 July** – Blue Futures Symposium 1 (Online | 4:00 – 8:00 PM CET | English)
Focused on interdisciplinary collaboration between social artists, scientists, and innovators in ocean sustainability.
- **16 July** – Blue Futures Symposium 2 (Online | 4:00 – 8:00 PM CET | English)
A cross-sector exchange on planetary healing, ocean health, and regenerative futures.
- **August 2025** – Social Art Award Book Preparation (Ready for print by 1 August 2025)
A publication featuring selected artists, their works, and insights on social art for planetary healing.
- Exhibitions (TBC) – European Parliament, Brussels | COP30, Belém (November 2025)
Showcasing award-winning works and engaging policymakers in discussions on the role of art in sustainability transitions.
- Future Prototyping Workshops & Public Art Interventions (TBD)

Organizer

The Institute for Art and Innovation (IFAI) strongly credits the arts to enhance our humanity, to stimulate us to action, and to connect people from around the world to each other. The organization is specialized in the facilitation of interventions and collaborations at the intersection of art, science, technology and innovation to co-create thought-provoking visions and to drive impact. Its interdisciplinary projects together with a global network provide intelligent, innovative strategies, enriching ideation and research, reaching new audiences, transferring knowledge and fostering tangible results. The Institute is an independent, not-for-profit, non-governmental organization based in Berlin, Germany. The Social Art Award was initiated in 2017. This year's award is supported by Bitbasel Miami, Goethe-Institut, Synthezia Switzerland, Pianocean, the Futuring Alliance and more partners will join, reflecting a diverse network dedicated to advancing social and environmental impact through art.

OPEN CALL

Artists working in all mediums—including digital and community art, painting, sculpture, and installations—are encouraged to apply. www.social-art-award.org

Join us in championing art as a catalyst for planetary healing and ocean conservation!

For full biographies and high-resolution images of the jury members, visit our official website: www.social-art-award.org/jury-2025

All **press materials incl. images of previous winners and past publications**, can be found on our press page:
www.social-art-award.org/press

Press Contact:

Maja Biegmann
Institute for Art and Innovation e.V.
Kastanienallee 12, 10435 Berlin, Germany
+49 177 7878578
press@social-art-award.org

More information:
www.art-innovation.org | www.social-art-award.org