



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

The Social Art Award 2025 is honored to present a distinguished international jury representing art, science, innovation, and environmental activism from 13 countries across 5 continents:

- Dr. Eulalia Domanowska (PL) – Art historian, curator, and director of the Sopot Art Museum.
- Ifigeneia Giannoukakou-Leontsini (GR/ES) – Oceanographer and researcher at ICM-CSIC, specializing in participatory approaches to ocean dialogue.
- Dr. Jennifer Halton (IE/AU) – Director of Internationalisation at the Western Australian Academy of Performing Arts, researcher in social innovation.
- Bonface Beti (KE) – African storyteller, multidisciplinary artist, and founder of Mama Afrika Theatre Lab for Peace.
- Dr. Brigitte Mohn (DE) – Executive Board Member at Bertelsmann Stiftung, impact investing advocate, and social entrepreneurship supporter.
- Fran Erazo (MX) – Co-founder of Culturans, promoting social innovation and art for sustainable urban development.
- Huijun Zhang (CN) – Strategic communicator and environmental advocate with a focus on climate change and public diplomacy.
- Gerrit Jan van't Veen (NL) – Mentor, strategist, and curator of future-focused artistic initiatives.
- Jan Hurwitch (US/CR) – President of the Visionary Ethics Foundation, expert in leadership and regenerative futures.
- Dr. Derek Woodgate (HR/UAE) – Futurist, educator, and author specializing in experimental futures and transformative education.
- Maggie Greyson (CA) – Globally recognized futurist and designer, CEO of Futures Present.
- Johan van den Berg (ZA) – Renewable energy and climate justice advocate, former Head of Secretariat for Africa-EU Energy Partnership.
- Nicole Loeser (DE) – Curator and Board Director at the Institute for Art and Innovation, PhD researcher in Social Art for Transformation.

Key Benefits & Recognition

1. The winner receives 1.000 Euro in prize money. Currently, we are collecting donations to enable more prizes.
2. The three selected winners for the exhibition present their artwork in Belem, Brazil during COP30 in November 2025 (tbc).
3. An online exhibition featuring approved artworks, providing global visibility.
4. 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).
5. The 10+2 shortlisted artists will receive professional feedback by jury.
6. Networking opportunities through symposia, panels, and social art international meetups, with the potential to collaborate with more partners and fellows.
7. 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): 01 April 2025 - 14 April 2025
- Public Voting (selecting 2 Wildcards): 22 April 2025 - 28 April 2025
 - Stage 2 (Top 10, international jury): 01 May 2025 - 20 May 2025
 - Stage 3 (Top 3, international jury): 23 June 2025 - 27 June 2025
- Final Decision: 10 July 2025

Symposia & Public Engagement

To broaden the impact of the Social Art Award 2025, we are organizing a series of symposia to explore the intersection of art, science, and planetary healing:

- Hybrid Award Ceremony & The Blue Futures Symposium, July 10, 2025
- Book Preparation: Ready for print by 01 August 2025
- The Art & Regenerative Futures Symposium (October 2025, tbc)
- Exhibitions (tbc): European Parliament, Brussels | COP30, Belem (November 2025)
- Future Prototyping Workshops and 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.

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

For inquiries: support@social-art-award.org

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

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