

In the Name of God

First International Festival of Health and Art

Introduction:

The First International Health and Art Festival adopts a competitive approach in order to benefit from different branches of the art in health and treatment of coronavirus outbreak. The Festival also supports creative, innovative and disease prevention ideas in the art works. The Health and Art Festival encourages correct personal habits, social, humane, cultural and charitable activities displayed through art works. Such activities should be depicted in the art works in a calm, spiritual, moral and psychological atmosphere during the period of coronavirus outbreak.

The objectives that we would like to meet throughout this Festival, include valuable solutions and guidelines in order to defeat the coronavirus outbreak to improve the health of the international community.

Relying on the hard work and round-the-clock efforts of the experts involved in the health systems at the national and international levels, and the support of governments and public, and also promotion of health structures in dealing with coronavirus outbreak, we hope that all nations achieve security, peace of mind, psychological and social peace throughout the world.

Festival Objectives:

1. Creating cultural and artistic discourse worldwide using the capacity of the art in order to improve social health.
2. Improving health literacy
3. Improving media literacy
4. Building trust in health filed as a social asset
5. Cultural adjustment and modification of health related activities
6. Promoting spiritual hygiene and mental health in the community
7. Strengthening religious and cultural foundations

8. Using artistic layouts to accept messages and health and medical recommendations from members of society

Sections and Fields of Festival:

a) Health and Prevention Section:

Fields:

1. Healthy and Cheerful Fun, Mental Health, Social health
2. Healthy Human, Healthy Lifestyle with Health Literacy
3. Healthy Nutrition, Healthy Environment, Healthy People
4. Spiritual Health
5. Individual and Social Health
6. Healthy Family, Healthy Society
7. Irregular Health Consumption
8. Health and Social Networks
9. Social Harms and High-risk Behaviors
10. Self-empowerment and Self-care
11. Smart Health
12. Health Tourism
13. Health and International Relationships
14. Health and Economics - Health Economics
15. Health and Citizenship Rights - Healthy Citizens
16. Health and Technology
17. Health and Telemedicine
18. Health and Future
19. Charity raisers: People's Participation in Health
20. Health and Engineering of Educational, Health and Medical Spaces

b) Health Emergencies Section: Coronavirus Special Section

Fields:

1. Life after Corona
2. Corona and Personal Conduct
3. Corona and Social Conduct
4. Corona and Potential Business Atmosphere
5. Corona and Family
6. Corona and Upcoming Opportunities (in Production and Health Services)
7. Corona, Unity and Sympathy
8. Corona and Charity Activities
9. Corona and Social Networks
10. Corona and New Opportunities for Cultural Activities
11. Corona, Healthy Domestic Leisure Time Activities
12. Corona, Interactions between Governmental Institutions and organizations
13. Corona, Social Trust in the Health Systems
14. Corona and New Methods of Crisis Management
15. Corona, Popular Movements and Non-governmental Organizations
16. Corona, mental and spiritual health
17. Corona, Environment and Natural Resources
18. A Different Picture of the World after Corona

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General Regulations of the Festival: (In Seven Sections)

- The secretariat of the festival has the legal right to publish art works in print media, cultural publicity, publicity in and out of the country by mentioning the artist's name.

- Material and intellectual property of the art works will be reserved for the participant; otherwise, all legal works will be the responsibility of the submitter of the work and the festival secretariat will not be responsible for this violation.
- There is no age limitation for participating in the various sections of the festival, with the exception of the children's section.
- Works must be submitted at the specified time.
- The final decision in unpredicted circumstances that are not included in the current regulations, or ambiguities arising from its provisions and changes in some regulations, are the festival secretariat responsibilities and the secretariat's opinion is decisive in such situations and will be free of any objections or claims.
- Completion of the application form for participation in the festival means acceptance of all regulations.
- The works presented in the special section must be related to the beginning of Corona disease outbreak in the world.
- After receiving the art works in the secretariat of the festival, it is not possible to remove the work in any way.
- The language of the art works must be English.
- Note: The request for participation in the festival must be completed and sent only by the artist (producer of the work) or her/his legal representative.
- Note: All accepted works will be awarded a certificate of participation in the festival.

1. Illustration section

Regulation:

- This section is based on a narration that the artist performs at least 5 to 12 picture frames according to the topic.
- The dimensions of the works must be 22×22 .
- The narration must be in the form of images.

- Works with manual techniques need to be sent as a digital file and the participant is responsible for editing the color and the light of the work.
- Artists can edit the text and also present the image and pagination in a separate file in English.
- Works must be submitted in 22 × 22 layout with 300dpi resolution and jpg layout and the size of each work should not be less than 3MB and more than 6 MB. This part specified to newly illustrated books.
- If the works are accepted, it is necessary for the artist to send the original file in high quality to the secretariat.

Awards of illustration section:

- ❖ The top 3 selected artworks will receive the plaque of appreciation, statue of the festival and a sum of 500 euros.
- ❖ The special section award is only for one artwork and will receive the plaque of appreciation, statue of the festival and a sum of 500 euros.

2. Poster Section:

Regulation:

- Each artist is allowed to send a minimum of 2 and a maximum of 10 works.
- Works with manual techniques need to be sent as a digital file and the participant is responsible for editing the color and the light of the work.
- The technique of performing the work is allowed.
- Works must be submitted in 70 × 50 layout with 300dpi resolution and jpg layout

and the size of each work should not be less than 3MB and more than 6 MB.

Awards of poster section:

- ❖ The top 3 selected artworks will receive the plaque of appreciation, statue of the festival and a sum of 500 euros.
- ❖ The special section award will be for one work only and will receive the plaque of appreciation, statue of the festival and a sum of 500 euros.

3. Motion Graphics Section

Regulations:

- Speed in conveying concepts, attractiveness in awareness and creative learning are the main features of motion graphics. The festival seeks to showcase the concepts of health and prevention in the simplest possible way with creative methods. The appeal of the work in terms of design, creativity in design and quality of work in this section has a high priority.
- Submitted works must comply with the following specifications:
 - Layout: MP4 or MOV
 - Code: H.264
 - Resolution: 1920x1080
 - Length: maximum 59 seconds
 - The label of the submitted file should be as follows:
 - Name – Artwork Title - (Main or Covid19) .mp4
 - (Please enter the file name "Main" for the works related to the main part of the Festival and "Covid-19" for the works related to the special part)
 - The description of each work (title, name of the owner of the work and production group, description of the concept, etc.) should be sent in the form of a pdf file with the same name as the video file.
 - Each participant can submit a maximum of 5 works.

Awards of Motion Graphics Section:

- The top 3 selected artworks will receive the plaque of appreciation, statue of the festival and a sum of 500 euros.
- The special section award will be for one work only and will include the plaque of appreciation, statue of the festival and a sum of 500 euros.

4. Short Film Section: (Documentary, Fiction and Animation)

Regulations:

- The submitted videos must be 59 seconds.
- The layout of the submitted works should be MPG4.
- Obviously, other submission layouts will not be accepted.
- Participants are allowed to send a maximum of 3 works.

Awards of Short Film Section:

- The top 3 selected artworks will receive a plaque of appreciation, a statue of the festival and a sum of 500 euros.
- The special section award will be only for one work and will include a plaque of appreciation, a statue of the festival and a sum of 500 euros.

5. Creative and Innovative Ideas Section

Regulations:

- Ideas should be creative and innovative and based on the themes of the festival.
- The idea should be practical.
- The idea should promote the culture of personal health and social health.

- The idea should respond to the needs of the people in the field of health and solve the problem of the health system.
- The idea should facilitate the provision of health care services in the health systems.
- Other cases and issues related to health fields are also acceptable.

Awards of the Creative and Innovative Ideas Section:

- The top 5 ideas will be awarded € 1,000.
- The top 5 creative and innovative ideas also will receive a plaque of appreciation and a statue of the festival.

6. Painting Section

A. For Children

B. other ages

Regulations:

Children up to 13 years old:

- Paintings must be clear.
- They should be drawn on A4 paper.
- The first and last name, age and nationality at the bottom left of the paintings is required.
- Other specifications including date of birth, contact number, the grade in school and exact postal address should be typed and sent separately in a word file.
- Works with manual techniques must be submitted as a digital file. In case of entering to the final section of completion, the original works should be sent to the festival secretariat for selecting the final winners.

- 10 selected artworks will receive 100 Euros with a plaque of appreciation.

B - Free Section: all age groups

Regulations:

- Works with manual techniques must be sent as a digital file and the participant is responsible for editing the color and lighting of the work.
- Each person can send a minimum of 2 and a maximum of 5 works.
- The technique of creating the works is free.
- Artists must provide a picture of their work with explanations in terms of implemented technique, style and title of the work.
- In case of entering the final competition section, the original works must be sent to the festival secretariat for selecting the final winners.
- The dimensions of the work should be at least 45×60 and at most is 70×100 . Square layout is also allowed.

Awards of all age groups:

- The top 3 selected artworks will include a plaque of appreciation, a statue of the festival and a sum of 500 euros.
- The special section award will be for one work only and will include a plaque of appreciation, a statue of the festival and a sum of 500 euros.

7. Photo Section

Regulations:

- Participation is allowed for all those who are interested in photography. (Only photography by camera).

- Photographers can send at most 10 photos.
- Submitted photos must not have a signature, badge, frame, logo or any other visual scripts.
- Changes or repairs in the photos are not accepted. It is acceptable to edit the photo to the extent of framing and color resolution and also to the extent that it does not damage the original work.
- The excerpt of the photos must be preserved. Also, the use of collages is not allowed.
- Photos must be in JPEG layout including 2000 pixels max length side with a maximum size of 2 MB.
- The judges will judge the photos digitally. Therefore, the submitted works must be of good quality, even after reducing the size.
- The criterion for judging is aesthetics, creativity, challenges and inspiration to attract more people's attention to the relevant subject.
- 30 works will be selected in the festival. It is necessary for the winners to attend the exhibition on the opening day and receive the prizes in person.
- The privacy of individuals must be respected in accordance with the law, otherwise the owner of the work will be responsible for the consequences.

Awards of the Photo Section:

- ❖ The top 3 selected works will include a plaque of appreciation, a statue of the festival and a sum of 500 euros.
- ❖ The special section award will be for one work only and will include a plaque of appreciation, a statue of the festival and a sum of 500 euros.

Judges of the Photo Section:

Kiarang Alaei, Hamidreza Bazargani, Nasser Mohammadi, Serkan Tekin,

Judges of the Poster Section: (Professional)

Abolfazl Nazari, Farzad Adibi, Onish Amin Elahi, Sdik Kara Mustafa,

Judges of the Illustration Section: (Professional)

Jamal Rahmati, Dr. Muslim Jasemi, Reza Najafloo, Isidro Ferrer

Judges of the Motion Graphics: (Professional)

Jalil Abedini, Dr. Hanieh Sheikhi Narani, Majid Kashani, Iman Yari

Judges of the Children's Painting:

Gizla Varka Sinaei, Lili Farhadi, Maryam Lari, Valiollah Mohammadi

Judges of the Adult Painting Section:

Farah Osuli, GizlaVarka Sinaei, Nasrin Jafari, Ali Zakeri

Judges of the Short Film Section:

Seyed Reza Mirkarimi, Ahmad Alasti, Mehrdad Oskouyi, Arash Rasafi,
One of Assistant Professors of Zanzan University of Medical Science

Judges of the Creative and Innovative Ideas:

Professor Yousef Sobouti, Dr. Alireza Bigleri, Dr. Sorena Sattari, Dr.
Parviz Ghezelbash, Niloufar Zandanian

Festival Policy Council:

1. Dr. Mohsen Asadi Lari, Director General of International Affairs in the Ministry of Health and Medical Education.
2. Dr. Parviz Ghezelbash, Chancellor of Zanzan University of Medical Sciences and Health Services (President of National Health Spatial - Region 6).

3. HojjatUl Islam Moharamali Shirmohammadi, Representative of the Supreme Leader at the University.
4. Ms. Fatemeh Karbasi, General Director of Zanzan Organisation of Culture and Islamic Guidance.
5. Dr. Saeed Sardari, Vice Chancellor of Administration and Resources Development.
6. Dr. Hossein Ammarloo, Vice Chancellor of Cultural and Student Affairs.
7. Dr. Alireza Shoghli, Vice Chancellor of Research and Technology.
8. Dr. Mohammad Reza Saeini, Vice Chancellor of Health, and Director of Zanzan Health Office.
9. Dr. Alireza Armani Kian, Vice Chancellor of Treatment.
10. Esmaiel Rahmani, Consultant of the Chancellor of the University and Director of Public Relations Office.
11. Dr. Mahmoud Ali Mohammadi, Cultural and Art Deputy of Zanzan Organization of Culture and Islamic Guidance.
12. Dr. Moqtada Shoori, Director of Social Affairs of the University.
13. Ms. Faranak Saghatchi, Consultant of the Chancellor of the University on Women and Family Affairs.
14. Dr. Giti Karimkhanlooei, Director of the International Affairs Department.
15. Dr. Mansoor Ranjbar, National Professional Officer at WHO Country Office in Iran

Festival President: Dr. Parviz Ghezelbash, Chancellor of Zanzan University of Medical Sciences and Health Services (President of National Health Spatial -Region 6).

Secretary General: Dr. Alireza Zeraatchi

Secretary of the Secretariat (Coordinating Secretary festival sections):
Naser Mohammadi

Secretary of the Artistic Committee: Masoud Taran

Executive Secretary: Mohammad Ghezelbash

Head of the Communications and advertisement Committee: Esmaeel Rahmani

Head of Technical and IT Committee: Hamidreza Abdollahi

Procurement and Ceremony Committee: Rahman Minakhani, Mashoud Ebrahimkhani, Erfan Asa

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Festival Calendar:

Deadline for submitting works: July 5, 2020

Judging the works and announcing the winners: The first half of August

The closing ceremony and exhibition of the festival will be announced later.

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Mousavi Hospital, Roozbeh International Conference Hall, Permanent Secretariat of the Health and Art Festival