



## II FESTIVAL INTERNACIONAL DE LAS ARTES SCHMIDT & HALLOWEY 2025

Schmidt & Hallowey Corp. invites all writers, musicians, sculptors and painters of any nationality to the second edition of the Festival Internacional de Las Artes 2025, an event that will take place virtually on December 13 at 7:00 pm.

### 1. OBJECTIVES

- 1.1. **ENCOURAGE CREATIVITY:** Provide a space where artists can experiment and present works that challenge traditional regulations.
- 1.2. **PROMOTE THE DIALOGUE:** Facilitate exchanges between artists and the general public on the meaning of uniqueness in artistic creation and its relationship with innovation.
- 1.3. **ENRICH THE CULTURAL EXPERIENCE:** Offer attendees the opportunity to interact with works that not only surprise, but also invite them to reflect on the role of art in their lives.

### 2. THEMES OF THE FESTIVAL 2025

In the current context, where cultural diversity and the search for new forms of artistic expression are more relevant than ever, we propose that the themes of the Festival Internacional de Las Artes Schmidt & Hallowey 2025 be "Uniqueness" and "Innovation". These themes not only reflect the uniqueness of each artist and their work, but also invite the exploration of new ideas and techniques that challenge the limits of convention.

## **2.1. JUSTIFICATION OF THE THEMES**

- a. UNIQUENESS:** Each artist has a unique voice that contributes to the mosaic of contemporary culture. Celebrating uniqueness means recognizing and valuing the different perspectives, experiences and styles that each creator brings to the table. This approach fosters an inclusive and diverse environment, where individualities are appreciated, and a voice is given to those who are often left in the background.
- b. INNOVATION:** Innovation is the driving force of contemporary art. In an era marked by rapid technological and social evolution, it is essential for artists to experiment with new forms of creation. The proposal for a festival focused on innovation will encourage participants to explore modern techniques, integrate digital media and use unconventional materials, thus enriching the artistic experience of attendees.

## **3. ABOUT THE PARTICIPANTS**

- 3.1.** The call is aimed at musicians, writers, sculptors and painters of any nationality, as long as they are over 18 years of age.
- 3.2.** Each participant is responsible for the veracity of the documentation presented, exempting Schmidt & Hallowey Corp. from any responsibility in this regard. However, and in case of doubt, the participant may be required to present the original documentation for timely verification.
- 3.3.** Each participant may submit only one proposal and may not appear as a member in any other.

## **4. DEADLINES**

Proposals to participate in this festival will be received until 11:59 pm on June 30, 2025 (Lima Time, PERU).

## **5. REGISTRATION**

Sending proposals to participate in the second edition of the Festival Internacional de Las Artes Schmidt & Hallowey 2025 costs 38 soles. As a reference, it is equivalent to 10 US dollars.

## **6. PRESENTING AND SENDING YOUR PROPOSAL**

Once the registration payment has been made, you will receive the corresponding link to the Registration Form. This form will request your full name, email address, brief CV, and will require you to upload your work.

## **7. SELECTION CRITERIA**

The Selection Committee will carry out its evaluation based on the following criteria: creativity, originality, artistic quality and coherence with the proposed theme of the festival.

The selection of the projects will be decided by a majority vote of the members of the Selection Committee, although to the extent possible they will be selected unanimously.

The selection of projects made by the Committee will be final and will be announced during the month of August 2025. The call may be declared void, in whole or in part, if, in the opinion of the Committee, the projects presented do not meet the minimum quality required.

## **8. INTELLECTUAL AND INDUSTRIAL PROPERTY AND IMAGE RIGHTS**

- 8.1.** All submitted works will be analyzed by plagiarism software.
- 8.2.** Schmidt & Hallowey Corp. recognizes the ownership of the participants over the projects presented by them within the framework of the second edition of the International Arts Festival 2025.
- 8.3.** Participants authorize Schmidt & Hallowey Corp. to publish participant information, as well as information on the corresponding projects on its website.
- 8.4.** The participants guarantee that the project presented does not infringe third party rights, in particular those of intellectual or industrial property, nor the rights to their own image or the laws in force, assuming, where appropriate, any damages arising from failure to comply with this obligation.

## **9. PROPOSED ACTIVITIES**

- 9.1. EXHIBITIONS AND PERFORMANCES:** A virtual presentation will be carried featuring all works that exemplify the themes of uniqueness and innovation and that have been chosen by the Selection Committee.
- 9.2. CONFERENCES:** We will invite professionals in the field of art and culture to discuss the importance of uniqueness and innovation in today's artistic landscape.

## **10. MODIFICATION OF THE PRESENT RULES**

- 10.1.** The Selection Committee reserves the right to make modifications to these Rules, provided that they are justified, do not benefit any of the participants and are published on the Schmidt & Hallowey Corp. website: <https://schmidtandhallowey.com/>
- 10.2.** In the event that this call cannot be carried out, either due to fraud detected in it, technical errors, or any other reason that is not under the control of Schmidt & Hallowey Corp., and that affects the normal development of this activity, Schmidt & Hallowey Corp. reserves the right to cancel, modify or suspend the same.
- 10.3.** Schmidt & Hallowey Corp. disclaims any liability for damages of any kind that may be due to the temporary lack of availability or continuity of operation of the page through which you participate in the contest, and in particular, although not exclusively, to failures in access to the different pages and submissions of registration forms over the Internet.

## **11. OBLIGATIONS OF THE PARTICIPANTS**

- 11.1.** All selected participants will be responsible for compliance with these Rules. Any participant who manipulates the established procedures and/or violates the Rules contained in this document will be disqualified.
- 11.2.** The participants in this festival exonerate, to the broadest extent applicable by law, Schmidt & Hallowey Corp. from any type of liability, sanction, claim, demand or cause, civil, commercial, criminal, administrative, including compensation for any nature and/or nature, expenses and costs for any claim that may be received as a result of non-compliance by the participants with any of the obligations arising from the Rules of this festival.

- 11.3.** The Selection Committee reserves the right to verify by any procedure it deems appropriate that the participants comply with all the requirements established in these Rules. Participants undertake to facilitate the monitoring, verification and control actions of Schmidt & Hallowey Corp.
- 11.4.** The presentation of a project in accordance with this call implies accepting these Rules and renouncing any challenge to them.

In Lima, on December the 10th, 2024.

Comité Organizador del II Festival  
Internacional de Las Artes 2025