



ΔΙΒΥΛΙΟ ΔΨΥΧ ΒΙΩΣΙΜΟΤΗΤΑ
IQITTIAQHIMALUGU INUUHIQ KATIMAJIIT
EMBRACE LIFE COUNCIL
CONSEIL SAISIS LA VIE

Isaksimagit Inuusirmi Katujjiqatigiit Embrace Life Council (Iikelc) Announces it's annual Mental Health Art Contest

How does art inspire mental health?

Art is as old as humans and has often been used to cultivate feelings of inspiration, courage, and strength. Modern studies show that art also helps to relieve stress, boost confidence, as well as help people express things that are often hard to put into words. Art can also help us understand and make meaning of challenging life events. When we create art, we elevate our mood, improve our ability to problem solve, and open our minds to new ideas.

Artists Invited to Participate & Prizes

There will be three age categories in this year's Mental Health Art Contest and prizes will be awarded to the following age categories. Please note, this contest is only open to residents of Nunavut.

Youth aged 16-25

- 1st prize: Custom Parka
- 2nd prize: Apple AirPods
- 3rd prize: \$250 Gas Voucher
- 4th prize: Fishing Rod & Tackle

Adults aged 26-40

- 1st prize: \$750 Camping Equipment
- 2nd prize: Unaaq & Kakivak
- 3rd prize: \$250 Gas Voucher
- 4th prize: Sealskin Mitts Kit

Adults 40+

- 1st prize: \$1000 Camping Equipment
- 2nd prize: Custom Parka
- 3rd prize: Fox Fur & Sealskin Pelt
- 4th prize: \$250 Gas Voucher

Art Mediums

Submissions will be accepted in multiple languages including Inuktitut, Inuinnaqtun, French, and English.

Many different forms of media submissions will be accepted such as:

- 2D and 3D art
- Poetry
- Photography
- Reels/short videos
- Audio files that include music, storytelling, and spoken word

Important Dates & Deadlines

August 15th, 2022: Final date for submissions.

September 7th, 2022: Winners will be announced and prizes awarded.

Once submitted, all art becomes the possession of the Iikelc.

Themes: Empower Strengthen, Support

This year's art contest themes are Empower, Strengthen, and Support. Please find the submission categories listed below. Contest participants are required to define which category they are entering their submission into.

If desired, artists may enter one piece of art for each theme (up to 4 entries per person)

Art Categories	Details
Cultural Connections	<p>How do you connect with your culture? How do you feel empowered, strengthened, or supported by connecting with/to your culture?</p> <p>Examples: Sewing, dancing, singing, wearing traditional regalia, food, etc.</p>
Friendships / Relationships	<p>How do your friends and family help you to feel empowered, strengthened, and supported?</p> <p>Examples: Talking and laughing with loved ones, caring for one another through acts of service, doing activities together, etc.</p>
Self-Care / Healthy Habits	<p>What are your self care rituals or healthy habits that ground you in positive thinking? How do you feel empowered, strengthened, and supported through these habits?</p> <p>Examples: Morning routines, working out/physical activities, art, journaling, eating healthy, drinking water, brushing teeth, etc.</p>
Nature	<p>How does your relationship to nature foster feelings of empowerment, strength, and support?</p> <p>Examples: Feeling calm after visiting your favorite spot on the land, doing activities on the land, watching wildlife, hunting/fishing, etc.</p>

Viewing

Submitted art may be displayed on Embrace Life Council's social media. Winning art pieces will also be featured at an art exhibit in Iqaluit this fall, and in the two other regions afterwards (*location to be determined*).

Judging Criteria

- A panel of 4 judges with expertise in arts and mental health will select 4 winning entries from each age group.
- Artist's interpretation and ability to communicate a message of empowerment, strength, and/or support to the viewer. This could be through visual art, spoken word, written work, performance art, music, etc..
- Creativity, technical skills, and craftsmanship.

Purpose

- To create art that inspires individuals to care for their mental health by talking to others and engaging in activities that promote a sense of connectedness, skill-building, and self-acceptance.
- To provide youth and adults with opportunities to explore their creativity and create art that helps others.
- To showcase Nunavummiut art and creativity and empower viewers to prioritize self care and strengthen their mental health.

Submission Details

Donate your original art that promotes and inspires empowerment, strength, and support based on the outlined themes. Entrant's parents and guardians must complete the attached Entrant Release Form. We cannot accept art that features a trademarked logo or features individuals other than the artist. Art that does not follow these instructions will be disqualified.

If you choose to submit electronically, please email your submissions to kashley@inuusiq.com

If you live in Iqaluit, your entry may be delivered directly to the Embrace Life Council office on the first floor of CBC Building 350 on Queen Elizabeth Way, back door. **Ensure you include your signed release form.**

If you choose to ship by mail, please send all entries (do not fold)
and the signed release form to:

Embrace Life Council Art Contest
P.O. Box 2259
Iqaluit, NU
X0A 0H0

If you have any questions or require more information, please contact Kara Ashe
at kashley@inuusiq.com or 867-975-3233 ext. 222