

ILLUSTRATION

2025 SHINHAN POSTCARD ART CONTEST

DEADLINE

31

MAY

2025

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
24 Apr 2025	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The 29th ShinHan Postcard Art Contest is an international painting competition organized by ShinHan Art Materials of South Korea, designed to inspire young creatives to explore the power of fine art paint on a compact postcard canvas. With the 2025 theme “A Treasured Day: What Mattered Most Today,” the contest challenges participants to capture moments of personal significance—whether fleeting emotions, memorable experiences, or everyday wonders—using ShinHan’s renowned watercolor, acrylic, or oil paints. By focusing on postcard-sized works (100 × 148 mm), the contest encourages precision, thoughtful composition, and inventive use of color, demonstrating how even the smallest format can convey deeply resonant stories.

Participants benefit from the contest’s commitment to fostering artistic growth and global cultural exchange. Entrants aged 4–18 from around the world submit original artworks that showcase not only technical skill with fine art paint but also imaginative interpretation of the theme. The use of ShinHan’s premium art materials—celebrated for high pigment concentration, smooth blending properties, and archival quality—ensures that each postcard entry embodies both professional standard and individual expression. Through this platform, young artists gain exposure to international art audiences, engage with peers across continents, and build confidence in their creative voices.

In addition to the core painting challenge, the ShinHan Postcard Art Contest offers educational resources and community engagement opportunities that amplify its impact. ShinHan Art Materials provides tutorials, artist interviews, and step-by-step guides on watercolor, acrylic, and oil painting techniques, enabling participants to refine their skills and experiment with mixed media. Social media campaigns and virtual exhibitions of top entries further enhance visibility, allowing families, educators, and art enthusiasts to celebrate the innovative work of emerging painters. As a result, the contest not only awards prizes but also cultivates a vibrant ecosystem where young talent can flourish and art education is elevated on a global stage.

There is no entry fee.

ELIGIBILITY

Open to art lovers aged 4 to 18 from all over the world.

PRIZE

The contest offers a Grand Prize of US $2,000. First-place winners in each age category receive US $600 (ages 16–18), US $400 (ages 13–15), and US $200 (ages 7–12 and 4–6). Eight second-place winners receive US $100 each, and eight third-place winners are awarded ShinHan Art materials.