

# Theodora Award by Este Arte

## OFFICIAL RULES / BASES

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### **Open Call for Artists**

Este Arte + Theodora AI

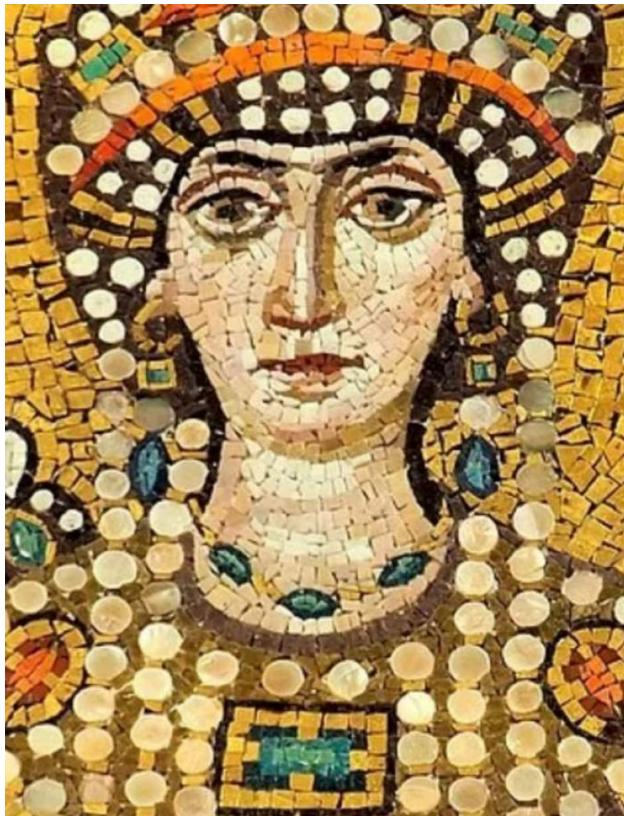
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**Official websites:** <https://theodoraaward.com> | <https://www.theodora.ai/> | <https://www.estearte.com/>

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*This document is intended to be published on the official website. If any web page text conflicts with this document, this document prevails.*



**THEODORA ESTE AWARD**  
production of works with ethical AI

**ESTE ARTE**

**THEODORA**

A collaboration between ESTE ARTE and THEODORA to expand the boundaries of technology, ethics, and art.

Sponsored by  Microsoft

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### 1. Purpose and spirit of the Award

The Theodora Award (the “Award”) is a global art and technology initiative that invites artists and collectives to create an original artwork that employs Artificial Intelligence (“AI”) in a responsible manner. The Award promotes ethical experimentation, process transparency, and cultural impact. Submissions are expected to engage consciously with human and technological bias, identifying it, challenging it, and imagining what a world without bias could look like.

### 2. Organizers

The Award is organized by Theodora AI (“Theodora”) and Este Arte (“Este Arte”), together the “Organizers”.

The Organizers may operate the Award through affiliated entities and/or specialized service providers (e.g., form hosting, cloud storage, communications, and event production), under confidentiality and security obligations.

### 3. Definitions

For the purposes of these Official Rules:

- **Applicant / Participant:** Any individual or team that submits a proposal (a “Submission”) to the Award.
- **Submission:** The full application package submitted through the official channel(s), including attachments and statements.
- **Artwork / Project:** The proposed original work described in the Submission.
- **AI Tools:** Any algorithmic system used to generate, transform, edit, analyze, or curate content, including generative models of Microsoft and Theodora AI.
- **AI Disclosure:** The mandatory disclosure describing AI Tools used and data provenance (see Section 8).
- **Selection Committee:** The body responsible for eligibility screening and pre-selection.
- **Jury:** The independent body responsible for final deliberation and selection of winners.
- **Finalists / Winners:** Participants selected as such by the Organizers and/or Jury.
- **Production Grant:** Funds and/or in-kind support earmarked for the production of the Winning Artwork, subject to Section 12 and a Production Agreement.

### 4. Eligibility

The Award is open worldwide to artists and collectives at any stage of their artistic career, subject to the requirements below.

**Minimum age / capacity:** Participants must be at least 18 years old as of the submission deadline. If a Participant is under 18, a parent or legal guardian must provide written consent and co-accept these Rules on the Participant's behalf.

**Exclusions:** The following may not participate: (i) Organizers' employees, contractors, and board members; (ii) Jury and Selection Committee members; (iii) Sponsors' employees if the sponsor is directly involved in the Award; and (iv) immediate family and household members of any of the foregoing.

Participation is void where prohibited by law.

## 5. Official timeline and time zone

The official timeline is published on the official website and is incorporated by reference. In case of updates, the Organizers will publish a revised timeline and version number.

All dates and deadlines are in the following time zone: UTC

Deadline: 31 May 2026 at 23:59 **UTC (18:59 America/Santiago)**.

Key dates:

- Launch: 07, January 2026
- Open Call period: January 2026 – May 2026
- Submission deadline (with exact time): Deadline: 31 May 2026 at 23:59 **UTC**.
- Finalists announcement: July 2026, exact day to be confirm.
- Winners announcement: August 2026, exact day to be confirm.
- Production period (for First Prize Winner): August 2026 – November 2026.
- Exhibition / presentation window: January 2027.

## 6. Artwork profile and accepted media

**Artwork commission:** Each Submission must propose the creation of an entirely new work of art developed for this Award.

**Accepted media:** All artistic disciplines and techniques are welcome, including (without limitation) visual arts, painting, sculpture, drawing, multimedia, literature, music, digital media, and hybrid formats.

**Theme:** Submissions are expected to engage consciously with technological and human bias, identifying it, challenging it, and imagining what a world without bias could look like.

## 7. Use of AI and ethical commitment

Submissions must integrate AI Tools at some stage of the creative process. AI may be used for conceptualization, generation, editing, or other creative collaboration.

Ethical commitment: Participants are expected to reflect on and mitigate bias and harm that may arise from the AI Tools and data used, and to consider the social and cultural implications of the work.

## **8. Optional, but strongly recommended AI Disclosure and Bias & Ethics Statement**

Each Submission should include an AI Disclosure describing, at minimum:

- AI Tools used (name/provider) and how they were used in the process.
- Data sources used by the Participant (own/commissioned/licensed/public domain) and permissions/rights status.
- Whether third-party content (images, voices, music, text, datasets) is incorporated and under what rights.

The Organizers may request reasonable clarifications or supporting documentation.

## **9. How to apply**

Submissions must be submitted through the official online form(s) indicated on the website before the deadline.

A Submission is considered complete only when all required information and files have been received and successfully uploaded.

Participants are responsible for ensuring that their email address and contact details are accurate and functional throughout the Award cycle.

## **10. Submission requirements**

At minimum, each Submission must include the following (the website/application form may define specific formats and limits):

- Artist or collective biography (brief profile, relevant achievements, links).
- Project description (visual, conceptual, and technical elements; intentions and context).
- Technical information and production plan (requirements, feasibility, installation notes).
- Reference images / sketches / supporting materials (PDF, max 10 pages)
- Portfolio (PDF, max 10 pages).
- AI Disclosure and Bias & Ethics Statement (optional, but strongly recommended). (Section 8).

## 11. Selection criteria

Submissions will be evaluated using criteria that prioritize ethics, artistic excellence, and feasibility. The Organizers recommend publishing a scoring rubric on the website. The following criteria will be considered:

- Ethical and responsible approach: the work addresses bias, equity, and responsible interaction with AI Tools.
- Artistic and conceptual strength: originality, clarity, and cultural significance.
- Innovation in the use of AI Tools: meaningful integration of technology in the artistic language.
- Technical feasibility: viability of production within the proposed plan and resources.
- Sustainability and responsibility: responsible resource use and consideration of social/environmental impact.

## 12. Selection Committee and Jury

Selection Committee: The Organizers may appoint a committee of experts in art, technology, and ethics to conduct eligibility screening and pre-selection.

Jury: The winning artworks will be selected by an international multidisciplinary jury. The Jury's decisions are final.

Conflict of interest: Jury and committee members must disclose conflicts and recuse themselves where appropriate.

Jury members (subject to change):

- **Barbara London** — Founder of MoMA's video art collection (NYC).
- **Frances Morris** — Former Director, Tate Modern (2016–2023).
- **Laura Bardier** — **Executive Director of the James Howell Foundation** (NYC) and Director of ESTE ARTE International Contemporary Art Fair.
- **Luisa Pereira** — Adjunct Professor of Interactive Telecommunications Art at the Tisch School of the Arts, New York University.
- **Surya Mattu** — Director of Digital Witness Lab at CITP, Princeton University.

## 13. Prizes

Awards: More than USD 50,000 in total value, including cash funding and Microsoft Azure credits, plus global recognition, supporting the commission and development of an AI artwork with an ethical focus. Your creation will travel the world in an international journey across Paris, Santiago, Punta del Este, Mexico City, New York, Basel, Buenos Aires, and beyond.

Prizes will be awarded in the following categories (cash + in-kind support): Total cash prize pool: USD 10,000. In addition, winners/finalists may receive Microsoft Azure credits valued at up to USD 60,000 (subject to sponsor terms and availability).

- **First Prize: USD 5,000 (cash) + up to USD 30,000 in Microsoft credits.**
- **Second Prize: USD 3,000 (cash) + up to USD 20,000 in Microsoft credits.**
- **Third Prize: USD 2,000 (cash) + up to USD 10,000 in Microsoft credits.**
- **Additional benefits (if applicable):** access to AI experts and mentoring to support the ethical, responsible development of the project.

Taxes and charges: Unless prohibited by law, winners are responsible for any taxes, duties, and reporting obligations related to prizes.

## **14. Production Grant and Winner obligations (First Prize)**

The First Prize may include a Production Grant intended exclusively for producing the winning artwork. The Production Grant is subject to a separate Production Agreement to be signed by the winner(s) and the Organizers.

## **15. Notifications and communications**

All official communications will be sent to the email address provided in the Submission.

Participants are responsible for ensuring the accuracy of their contact information and for monitoring inbox/spam folders.

Winners and finalists must respond within 5 days of notification, otherwise the Organizers may select an alternate finalist.

## **16. Intellectual property and license to the Organizers**

Participants retain ownership of their works. By submitting, Participants represent and warrant that they hold the necessary intellectual property rights and permissions for the Artwork and any data or materials used.

License: By submitting, Participants grant the Organizers a non-exclusive, worldwide, royalty-free license to use the Submission materials (including images/video excerpts) for: evaluation; publication of finalists and winners; communications and press; exhibition documentation; and archival purposes, always with reasonable artist credit.

Third-party rights: Participants are solely responsible for clearing rights and permissions for any third-party content incorporated in the work.

## **17. Personal data**

Personal data provided during the Award will be processed by the Organizers for the purposes of administering the Award, verifying eligibility, communicating results, producing events/exhibitions, and fulfilling legal obligations.

Processing will be carried out in accordance with applicable data protection laws, including Chile Law No. 19.628 on the Protection of Private Life, and any other laws that may apply depending on the Participant's location.

Participants may request access, correction, or deletion of their personal data by contacting: [contact@theodora.ai](mailto:contact@theodora.ai) | [theodoraaward@estearte.com](mailto:theodoraaward@estearte.com) | [award@theodoraaward.com](mailto:award@theodoraaward.com)

## **18. Confidentiality and publicity**

Jury deliberations are confidential. Participants agree not to misrepresent or disclose jury deliberations or non-public information.

Finalists and winners agree that the Organizers may use their name, likeness, biography, and statements for Award communications and press, subject to reasonable editorial standards.

## **19. Limitation of liability**

To the maximum extent permitted by law, the Organizers are not liable for technical failures, interrupted communications, lost submissions, or events beyond reasonable control (force majeure).

Nothing in these Rules limits liability where such limitation is prohibited by applicable law.

## **20. Force majeure and modifications**

In the event of unforeseen circumstances or force majeure, the Organizers reserve the right to alter, interrupt, postpone, or conclude the Award, either partially or entirely.

Any material modification will be published on the official website with an updated version number.

## **21. Governing law and dispute resolution**

These Rules are governed by the laws of Chile.

Any disputes arising from the Award will be submitted to the competent courts of Santiago de Chile.

If multiple language versions are published, the English version prevails in case of inconsistency.

## Annex A — Submission Checklist

- Complete online form
- Bio(s) + links
- Project description
- Technical plan + installation notes
- Reference images/sketches (PDF)
- Portfolio (PDF)
- AI Disclosure
- Bias & Ethics Statement

## Annex B — Recommended Jury Conflict of Interest Policy (summary)

Jury/committee members must disclose any personal, professional, or financial relationships with applicants and recuse themselves where appropriate. The Organizers may appoint alternate members as needed.