



## **Exhibition Jury -CRITERIA**

Academic criteria apply when judging the works, regardless of their style and subject matter, a mastery of drawing skills, perspective, volume, etc.

- A balanced composition of the masses and of the values
- Good use of dynamic lines
- Colour harmony
- Treatment and texture relative to the medium, pastel
- Originality or innovation
- The painting provokes an emotional reaction from the viewer! The work speaks on its own!

Certain more conventional criteria, such as beauty, do not apply to many contemporary works. In some works, the authenticity, originality or the expressive qualities of the painting will be appreciated, rather than purely aesthetic criteria.

Objectivity is of critical importance and the evaluation must rest on the plastic qualities of the works.

## **THE CREATIVITY AWARD**

PSEC awards the “Éditions de Villers Creativity Award” at the “Les Pastellistes” exhibition. Its purpose is to reward and promote creativity, innovation and personal interpretation among its artists. The following criteria are to be considered by the jury :

- **The subject:** an unusual aspect regarding the subject, either in its message or in the manner it is presented;
- **The technique:** an innovative application of the medium, showing a mastery of the medium;
- **All use of colour, light, perspective or other artistic** elements which strike the imagination and touch the viewer. **In general terms**, a work which inspires us and whose originality is thought-provoking. A professional piece, having the potential to contribute to the development of art.