



CALL OF ENTRY

Endorphine Art School www.endorphine-art.com, a renowned art school in Mexico founded in 2019 under the direction of visual artist Irina Yushmanova (@endorphine.art), has successfully organized numerous events, competitions, national and international exhibitions.

Most notably, the 1st International Art Festival RIVERS OF COLOR 2023 showcased 128 works by artists from 26 countries. The Academy's organizing team, composed of more than 20 professional artists and coordinators, **is now inviting visual artists of all techniques and nationalities to participate in the 2nd International Art Festival RIVERS OF COLOR, which will take place from September 25 to 28, 2025.**

During the festival, there will be an **Exhibition of 100 previously selected works** that will be displayed at the **Galleries of the Juan Rulfo Cultural Center, Mixcoac, Mexico City, from September 25 to October 25, 2025.** The watercolors from this exhibition will also be exhibited at the **Watercolor Museum of the State of Mexico** from November 13, 2025, to January 4, 2026, in Toluca. There will also be **competitions, workshops, and live demonstrations** throughout the festival.

To extend this great event, the **Workshop** dates will run from September 19 to November 7, 2025. There will also be a virtual exhibition of the **best 500 works** on our website. www.rios-de-color.com and on our social media platforms: www.instagram.com/riversofcolor.festival, www.facebook.com/rios-de-color.

| Exhibition Guidelines

Theme: Three categories: 1) Natural and Urban Landscape, 2) Portrait and Figure, 3) Still Life, Flowers and Animals.

Participants: Artists of all nationalities aged 18 and over.

Medium: Oil, acrylics, 100% transparent watercolor on paper, dry or oil pastels, Chinese ink, gouache, gold leaf or mixed techniques. Engravings or sculptures, and digital art will not be accepted. Three-dimensional art such as collages or assemblages etc. will not be accepted.

Measurements: The sizes must range from a minimum of 38 cm to a maximum of 100 cm on any side, whether in horizontal or vertical format.

Examples: A watercolor can measure 38 x 56 cm or 56 x 76 cm (i.e., half a standard sheet or a full standard sheet) or any format with a minimum of 38 cm and a maximum of 100 cm per side.



Maximum number of works: Each participant may submit up to 3 works of their own creation, which can be in the same category or different categories.

For the selection of works for the virtual exhibition of a total of 500 pieces, all 3 submissions by an artist may be considered. However, for the physical exhibition of 100 works or for the awards, only one work per artist will be accepted.

Other characteristics:

No digital images or any form of digital editing, reproduction, or printing will be accepted.

Registered works must be original, created between 2022-2025, and not previously awarded in any exhibition.

Works created in class, copies, or works similar to those of other artists or based on public sources or references not attributed to the author or made with the help of AI will not be accepted.

Registration dates: from March 1 to May 31, 2025.

The individual registration of each participating work must be done by filling out the form at the following link: <https://rios-de-color.com>

Image of the work: Only one image per work will be accepted during registration, which must be perfectly cropped without including matting (mount) or frame.

Image format: 3 to 5 MB, resolution of 300 dpi with a minimum of 1500 pixels on its longest side.

File name: "Country_Author_Title_Dimensions_YearCreated_Category.jpg"

Participation fee:

The initial participation fee must be paid when registering the artwork on the website and will be US\$25 or 400 Mexican pesos per artwork for national artists, and 500 pesos for international artists. This fee allows the submission to be considered for the 500 selected works in the permanent digital exhibition on the website <https://rios-de-color.com> and the Festival's social media platforms for one year. This fee is non-refundable in case the artwork is not selected by the international jury.

For the works selected as the top 100, the opportunity to exhibit their work physically for one month in Mexico City alongside the jury's works and world-renowned guest artists is available for an additional fee of \$500 pesos or US\$25 more per work. The watercolors in this exhibition may also be exhibited at the Museo de la Acuarela del Estado de México in Toluca from November 13, 2025, to January 4, 2026. These same works will also remain on display in the virtual exhibition for one year and will be selected for the award.



Works created on canvas are framed by the artist's choice in silver or black colors, with frame thickness ranging from 1 to 4 centimeters, or delivered with the canvas sides painted black. Works on paper can be framed by the artist with a silver frame of 1 to 4 centimeters and a mat (paspartú) of white color, measuring 4 to 6 centimeters. Frames can be rented from the Organizing Team for \$400 pesos or \$20 USD for a frame suitable for artwork sized 38 x 56 centimeters, and for \$600 pesos or \$30 USD for a frame suitable for artwork sized 56 x 76 cm.

If the submitted artwork on paper does not conform to these formats, it will be the artist's responsibility to frame it according to the specified guidelines for mat size and frame dimensions.

Sale of works: The exhibited works may be sold at the price stated by the artist during registration. If this field is left blank, it will be assumed they are not for sale.

For each work sold during the exhibition, the Organizing Team will retain 30% of the price indicated on the registration form. The amount received from the sale will be sent to the artist after deducting the commission retained by the Organizing Team.

Copyright: The Organizing Team reserves the right to display and record videos and photos of the participating works solely for promotional purposes.

Reception and return of works: The selected works must be delivered or sent to the physical address indicated in the selection notification. If the artist prefers to send their work already framed, they must inform the Organizing Team.

The deadline for receiving selected works not framed for physical exhibition is September 1, 2025

The deadline for receiving selected physical works (framed) is September 10, 2025.

Upon completion of the exhibition, the works will be returned either directly at the gallery or sent to the address provided in the registration.

Each participating artist will assume the shipping and return costs of their work(s).

Printing of works: The Organizing Team is offering high-quality printing on cotton paper for watercolor and drawing paper for other graphic techniques EXCLUSIVELY for artists living outside of Mexico who wish so. The printing will not be done on canvas. The printing will incur an additional cost of \$600 Mexican pesos (US\$30 American dollars) per work.



Once the event is completed, the prints can also be sent to the artist who will be responsible for the shipping costs.

Virtual exhibition: all works selected for the virtual or physical exhibition, as well as the winning pieces from live contests, will be published in the virtual version of the Festival (website and social media) accessible to the public for one year.

| Jury

The jury that will evaluate the works for the international exhibition will consist of prestigious international and national artists who will select the 500 pieces that will participate in the virtual exhibition. From there, they will choose the 100 that will be showcased in the physical exhibition and determine the winners of this call. The grading will be completely anonymous. The jury's decisions are final. The score results for each of the 100 accepted works for the physical exhibition will be transparently published on the website.

Evaluation Criteria:

- Mastery of technique (oil, watercolor, etc.)
- Quality based on artistic skills according to the type of each work (for example: anatomy, perspective, composition, color, etc.)
- Artistic expressiveness
- Prominent idea

Jury Members:

- 21 jurors comprising prominent and renowned national and international artists from around the world.
- The list of jury members will be published on social media at www.instagram.com/riversofcolor.festival and www.facebook.com/rios-de-color and on the website <https://rios-de-color.com>

| Award Ceremony

Prizes will be awarded for the works in the international exhibition with the highest scores:

Landscape Category:

- 1st Place: \$20,000 Mexican pesos (US\$1,000 American dollars according to the current exchange rate).
- 2nd Place: \$10,000 Mexican pesos (US\$500 American dollars according to the current exchange rate).
- 3rd Place: \$5,000 Mexican pesos (US\$250 American dollars according to the current exchange rate).

Portrait and Figure Category:

- 1st Place: \$20,000 Mexican pesos (US\$1,000 American dollars according to the current exchange rate).
- 2nd Place: \$10,000 Mexican pesos (US\$500 American dollars according to the current exchange rate).
- 3rd Place: \$5,000 Mexican pesos (US\$250 American dollars according to the current exchange rate).

Still Life, Flowers and Animals Category:

- 1st Place: \$20,000 Mexican pesos (US\$1,000 American dollars according to the current exchange rate).
- 2nd Place: \$10,000 Mexican pesos (US\$500 American dollars according to the current exchange rate).
- 3rd Place: \$5,000 Mexican pesos (US\$250 American dollars according to the current exchange rate).
- Honorable Mentions in any category: Art supplies.
- The top 20 works will receive a special certificate as Top 20

Category: Outstanding Mexican Artists

To honor Mexico as the host country, there will be special awards in this category. Winning in this category does not prevent participation in other categories alongside international artists or in the competitions. If a Mexican artist secures a place in one of the three general



categories [1) Natural and Urban Landscape, 2) Portrait and Figure, 3) Still Life, Flowers and Animals], they may also be selected for this category and will be eligible to receive both prizes.

- Special Prize for Best in Show - Mexican Artist: \$40,000 MXN (approximately US\$2,000, depending on the exchange rate on the day). Sponsored by the event's partners.
- 1st place: \$20,000 MXN
- 2nd place: \$10,000 MXN
- 3rd place: \$5,000 MXN

Prizes will be awarded in cash to winners or via PayPal for artists abroad.

Winners who, due to various circumstances, cannot attend the awards ceremony may send a representative, attaching a POWER OF ATTORNEY letter with their signature that authorizes the representative to receive the corresponding prize on their behalf.

All participating artists will receive a certificate of participation.

The exhibition awards ceremony will be held together with the competition awards on Sunday, September 28th, at the Juan Rulfo Cultural Center in Mixcoac, Mexico City.

The opening of the Festival exhibition will take place on Thursday, September 25th, 2025, at 12:00 PM (Central Time, Mexico City), at the Juan Rulfo Cultural Center in Mixcoac, Mexico City.

The exhibition will be open to the public beginning September 25th and will run for one month until October 25th, 2025. Beginning November 13th, 2025, the watercolors from this exhibition will be on display at the Museo de la Acuarela del Estado de México in Toluca until January 4th, 2026.

Festival Schedule and Timetable

Activity	Date
Beginning for image submission and registration	March 1, 2025
Deadline for image submission and registration	May 31, 2025
Notification to artists of the 500 selected works	June 10, 2025
Notification to artists of the 100 selected works for physical exhibition	June 15, 2025
Deadline for print request of works (artists abroad)	July 15, 2025
Deadline for receiving payments for 100 works selected for physical exhibition	July 15, 2025
Deadline for receiving unframed selected works for physical exhibition	September 1, 2025
Deadline for receiving framed selected works for physical exhibition	September 10, 2025
Festival opening in the Juan Rulfo Cultural Center, Mixcoac, Mexico City	September 25, 2025
Competitions and live demonstrations	September 24-28, 2025
Award ceremony for exhibition and competitions winners	September 28, 2025
Festival closing	September 28, 2025
Workshops by world-renowned artists	September 19 to November 7, 2025

The organization reserves the right to modify the dates on the calendar in case of unforeseen circumstances.



| Competitions and Demonstrations

As part of the festival, there will be 4 in-person art competitions and several live artist demonstrations on the specified dates and times.

General rules for participating in the competitions:

Theme: It will be specified for each competition as applicable: landscape, portrait, still life, or abstract art.

Participants: artists of all nationalities aged 18 and over.

Registration: must be completed with payment for the competition via the website by the day before each competition. One hour before the competition begins, participants must present an official ID to validate their registration.

Capacity: 30 people for each competition.

Materials: materials are the responsibility of the participant. Each sheet or other support will be stamped to be used for the competition work.

Accepted materials: oil, acrylics, 100% transparent watercolor on paper, dry or oil pastels, ink, gouache, mixed techniques. Printmaking, sculpture, digital art, and three-dimensional collage or assemblage art will not be accepted.

Sizes: dimensions will be 56 x 38 centimeters or 55 x 40 centimeters.

Format: horizontal or vertical.

For the portrait and still life competitions, participants will be divided into several groups with one model for each group to facilitate visibility for all artists.

For the landscape competition, a comfortable and safe space will be provided for participants, who must bring their own plein air materials (easel, chair, paints, etc.). Transportation costs are included in the competition fee.

Duration and location of each competition: 3 hours. Each participant may submit only 1 artwork for each competition, which must be created at the indicated facilities.

Submission of artworks: upon completion, artworks must be submitted for jury review by the specified deadline for each competition.



During the competitions, there will be access to drinking water, as well as bathrooms and sinks.

Food: meals are not included in the competition costs, but suggestions for nearby places will be provided.

Participation: each artist may participate in one or more competitions in addition to the international exhibition. Participation is optional in all cases.

Fees:

Competition	Fee
1) Still Life	\$600 Mexican pesos (US\$30 American dollars)
2) Urban Landscape	\$700 Mexican pesos (US\$35 American dollars)
3) Portrait	\$950 Mexican pesos (US\$55 American dollars)
4) Abstract Art	\$600 Mexican pesos (US\$30 American dollars)

Exhibition of works: all the winning works of each competition will be exhibited in the same space as the international exhibition at no additional cost. Likewise, the works will be published in the virtual version of the Festival (website) open to the public.

Sale of works: if interested in selling their work, at the end of the contest, the participant must write down the desired price in pencil on the back of their work and notify the Organizing Team. The sale of works from competitions will be governed by the same guidelines for the sale of works from the international exhibition indicated above.

Copyright: The Organizing Team reserves the right to display and record video and photos of the participating works and their creation process during the contest solely for promotional purposes

Return of works from competitions: at the end of the exhibition, the winning works from competitions that are exhibited and have not been sold will be returned to the artists under the same guidelines of the international exhibition indicated above. The costs for shipping works will be borne by artists who cannot pick them up directly.

The works made during the competitions that are not winners will be delivered to the artists at the end of the awards event.

Evaluation of competition works and awards: to determine the winners, the competition works will be evaluated by a jury made up of prestigious artists with experience in each of the contest themes and pictorial techniques.

Evaluation criteria: they will be governed by the same evaluation criteria of the international exhibition indicated above.

Contest awards:

3 works from each competition will be awarded:

Category Urban Landscape:

- 1st place: \$6,000 Mexican pesos (US\$300 American dollars according to the daily exchange rate).
- 2nd place: \$2,000 Mexican pesos (US\$100 American dollars according to the daily exchange rate).
- 3rd place: art materials.

Category Portrait:

- 1st place: \$6,000 Mexican pesos (US\$300 American dollars according to the daily exchange rate).
- 2nd place: \$2,000 Mexican pesos (US\$100 American dollars according to the daily exchange rate).
- 3rd place: art materials.

Category Still Life:

- 1st place: \$6,000 Mexican pesos (US\$300 American dollars according to the daily exchange rate).
- 2nd place: \$2,000 Mexican pesos (US\$100 American dollars according to the daily exchange rate).
- 3rd place: art materials.

Category Abstract:

- 1st place: \$6,000 Mexican pesos (US\$300 American dollars according to the daily exchange rate).
- 2nd place: \$2,000 Mexican pesos (US\$100 American dollars according to the daily exchange rate).
- 3rd place: art materials.



Prizes will be awarded in cash to the winners or via PayPal for foreign artists who are not present during the award ceremony.

Award recipients who, due to various circumstances, cannot attend the ceremony may send a representative, attaching a power of attorney letter with a handwritten signature, authorizing them to receive the corresponding prize on their behalf.

All participating artists will receive a certificate of participation.

The award ceremony for all competitions will take place on Sunday, September 28, 2025, at 6:00 PM in the Juan Rulfo Cultural Center, Mixcoac, Mexico City, Mexico.

Contact:

For MORE INFORMATION, please contact the Organizing Team:

- WhatsApp: [+52 5561442806](https://wa.me/525561442806) con Irina Yushmanova
- Email: info@rios-de-color.com
- Website: <https://endorphine-art.com/convocatorias/>
- Instagram: www.instagram.com/riversofcolor.festival
- Facebook: www.facebook.com/rios-de-color
- Festival Website: <https://rios-de-color.com>