



**SHARE YOUR BEST BRAIN ARTWORK,
COMPETE FOR A PRIZE &
HELP FUNDING A PROJECT FOR BRAIN-DISEASED PERSONS**

Purpose: to increase awareness about brain research and brain disorders and to fund a medico-social project for brain-diseased persons.

Objective: to collect and sell by auction images of the brain, its cells, molecules, circuits, diseases ...and beauty.

Eligibility: the Brain'Art Challenge is open to everybody (neuroscientists, students, lay people..). Professional artists will be invited to participate "out of competition".

Submission guidelines: send your artwork to info@piettecommunication.com directly or via wetransfer/dropbox. File format: jpg-minimum 600dpi. Provide an imaginative title and a brief, factual, easy-to-understand comment on the item shown. **Deadline:** August 20, 2018.

Exhibition: all images will be posted on www.braincouncil.be; the best artworks will be printed (50x60cm) and displayed during the "Generation 80" exhibition (www.europaexpo.be) at Liège-Guillemins station in October-November 2018.

Prizes: 3 Prizes sponsored by *Cefaly Technology*: 1st (3000€) and 2nd (2000€) selected by the jury chaired by Pierre Kroll; 3rd (1000€) chosen by the public. Award Ceremony October 18, 2018 18h30 at the Guillemins station Expo after a lecture by JP Changeux on "The Beauty in the Brain".

Auctioning: artworks, including those submitted out-of-competition by professional artists, will be sold by auction: half of the auction benefit for the submitter, half to sponsor a medico-social project for brain-diseased persons.

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