



Stick With SAM Design Competition Guidelines

The *STICK WITH SAM* Design Competition is back for a special edition — Singapore Biennale 2025: *pure intention*. We are excited to invite youth and students to showcase their creative talent inspired by artworks from the Singapore Biennale! Submit your designs for a chance to be featured in SAM's exclusive sticker collection. We are looking for fresh, expressive, and engaging designs in any style — let your creativity shine!

Get Inspired and Create!

Take inspiration from Singapore Biennale 2025: *pure intention* and design your unique version of *STICK WITH SAM*!

Submission Details:

- Download our [design template](#) to bring your vision to life.
- Submit your completed application form and design to stickwithsam@singaporeartmuseum.sg.
- One submission per participant.
- Every complete submission will receive a digital participation certificate.

Important: A complete submission includes the completed Application Form (Page 2 of “Stick with SAM Competition Guidelines”) and the [design template](#).

- Winners in each category will receive the following Popular bookstore vouchers.
 - **Grand prize:** SGD 500 + Your design will be printed and distributed!
 - **Second prize:** SGD 300
 - **Third prize:** SGD 200

Age Groups and Themes:

Themes

Participants are required to take inspiration from 2 distinct artworks situated at 2 different Singapore Biennale 2025 locations. For example, one artwork could be from National Gallery Singapore and another from SAM at Tanjong Pagar Distripark.

Explore the featured artworks and incorporate their elements into your sticker designs!

Category 1

For students aged 10–16

Category 2

For students aged 17–25



Please scan the QR code for the full list of venues and more information on the address, dates and opening hours.

The Singapore Art Museum is not responsible for any injuries, losses or damage which may be sustained by visitors to the Singapore Biennale and accepts no liability whatsoever arising from your participation. Please exercise precaution when navigating the various venues.

Judging Criteria:

1. Creativity and Originality (50%)

- Does your design present a fresh and innovative idea?
- Does it reflect your unique artistic vision?
- Is the design unique and represents your style?

2. Relevance to Themes and Artworks of the exhibition (30%)

- Does the design successfully integrate visual or conceptual elements from artworks from 2 different Singapore Biennale 2025 locations?
- Is there a clear and thoughtful connection between the inspiration sources and the final design?

3. Overall Design (20%)

- Is the design visually engaging and attention-grabbing?
- Are the colours, composition, and balance aesthetically pleasing?

Submission Guidelines Reminder

- Ensure Application Form (Page 2 of this document) is complete.
- Ensure that the design is submitted using the "STICK WITH SAM" template. Download the template from <https://bit.ly/Stick-with-SAM-25>.
- Participants should design within the empty space given in the template.
- Participants must include visual elements, themes, or concepts from Singapore Biennale 2025: *pure intention*. Each artwork reference should be clearly represented in the design and explained in the accompanying write up.
- Participants will upload and submit the design together with a short write up about the inspiration behind the design.
- Follow the size, resolution, and format requirements specified in the open call.
 - Size:** File size should not exceed 35mb
 - Resolution:** Minimum 300dpi
 - Format:** JPG, PNG, PDF
 - Winners will be notified and required to submit a working file in Illustrator, InDesign, or PDF format for production.

Important Dates:

- Competition Start Date: Sat, 1 Nov 2025, 12.00 PM (SGT)
- Submission Deadline: Wed, 21 Jan 2026, 11.59 PM (SGT).
- Winners Announcement: By Fri, 6 Feb 2026.

We can't wait to see your creativity shine!

Terms and conditions apply.

STICK WITH SAM DESIGN COMPETITION 2025 APPLICATION FORM

ABOUT THE PARTICIPANT

Please complete the following:

Name of Participant: (Full name only)

Email Address: _____

Mobile Number: _____

Home Number: _____

Age: _____ Occupation: **STUDENT**

Name of School: (Full name only)

Category: ☐ Category 1 (aged 10 – 16)

☐ Category 2 (aged 17 – 25)

Please send in the completed design to stickwithsam@singaporeartmuseum.sg by Wed, 21 Jan 2026, 11.59pm (SGT).

If you are submitting on behalf of a participant, please complete the following:

Name: _____

Relationship to participant: _____

Mobile Number: _____

* Please note that each participant represents and warrants that all information provided above for the competition is accurate, true and not misleading. Any misrepresentation could result in disqualification and/or the forfeiture, withholding, withdrawal or reclaiming of any prizes won.

TERMS AND CONDITIONS

These are the Terms and Conditions for the **"STICK WITH SAM DESIGN COMPETITION 2025"** ("Competition") organised by the Singapore Art Museum ("SAM"). By submitting your artwork, you agree to the following Terms and Conditions:

1. DURATION

The Competition starts on Sat, 1 Nov 2025, 12pm (SGT) and ends on Wed, 21 Jan 2026, 11.59pm (SGT). Late submissions will not be considered.

2. ELIGIBILITY

- 2.1 This Competition is only open to students residing in Singapore with a valid Singapore residential address and non-employees of SAM. Participants below 16 years old shall be required to obtain the consent of his/her parent or legal guardian prior to participating in the Competition.
- 2.2 Each participant may submit only one (1) design ("Design").
- 2.3 Only Designs submitted through email to **stickwithsam@singaporeartmuseum.sg** will be considered by SAM.
- 2.4 The Design submitted must be created on the template provided by SAM without changing SAM's logo(s) and must be a two-dimensional illustration.
- 2.5 The Design must be the original work of the participant and created for the purpose of the Open Call.
- 2.6 The Design must not infringe upon the intellectual property or other rights of any person or organisation nor violate any local and international laws and regulations.
- 2.7 Participants are strictly prohibited from employing or using any artificial intelligence (AI) technologies in the creation of their design. AI usage in design refers to leveraging artificial intelligence tools or software to assist in the creation, modification, or enhancement of visual elements.
- 2.8 All Design must be received within the Competition Period (as defined in Duration).

- 2.9 SAM reserves the right, at its sole discretion, to request participants to revise and resubmit their designs. Additionally, SAM may, without prior notice and at its absolute discretion, delete part or all of any Entries, Designs, or related content that:
 - a. Contains harmful, defamatory, lewd, violent, or malicious words or images;
 - b. Infringes or may potentially infringe upon intellectual property or third-party rights (as determined by SAM);
 - c. Includes personal data;
 - d. Contains harmful content, such as unauthorized software, viruses, or malware
 - e. Violates or may violate applicable laws or regulations;
 - f. Must be removed in compliance with legal or regulatory requirements, or government orders; or
 - g. SAM deems inappropriate or unsuitable for the Open Call.

3. PARTICIPANT SELECTION, NOTIFICATION AND COLLECTION

- 3.1 Six (6) participants will be selected as the winners ("Winners").
- 3.2 The Winners will be announced and featured on SAM's social media page(s) by Friday, 6 February 2026 and each winner will receive respective cash prizes according to the competition's predefined award categories and rankings.
- 3.3 For avoidance of doubt, all decisions made by SAM, including but not limited to the eligibility, disqualification and selection of all Designs are subject to SAM's discretion, which shall be final and binding on all participants. No appeals will be entertained.
- 3.4 SAM will contact all six (6) Winners via email and/or telephone call. If the Winner does not respond within three (3) working days from date of receipt, SAM reserves the right to forfeit the prize and select another Winner. No compensation will be given for forfeited prizes.
- 3.5 SAM shall assume no responsibility and is not liable for any costs, charges or expenses that the Winner may incur in connection with the use of the vouchers or in order to receive the vouchers. SAM also shall not be liable for any loss, misdelivery or delay in the delivery of the vouchers.

4. USE OF PERSONAL DATA

- 4.1 Participants' personal data may be collected, used, disclosed and/or processed by SAM for the following purposes:
- For purposes in connection with the Competition.
 - For verification and record of the participant's personal particulars including comparing it with information from other sources and using the information to communicate with the participant.
 - For research and analysis, including surveys and polls.
 - For publicity and marketing.
 - To send the participant notices, information, promotions and updates including marketing and advertising materials in relation to SAM's goods and services and those of third-party organizations selected by SAM.
 - To comply with any request from any third party or any order of court or directive from authorities investigating any alleged offence or misconduct or for the purposes of taking legal action against the participant.
- 4.2 Photographs, videos and/or any other audio-visual recordings may be taken in relation to this Competition. By participating, participants and/or their parents or legal guardians agree to grant SAM and its affiliates full rights to use the resulting images, audios or videos without any claims for payment or royalties. This may include (but is not limited to) use in any printed and online publicity, social media, and press releases.

5. OTHER INFORMATION

- 5.1 Participants retain full copyright of their Designs and hereby grant SAM a non-exclusive, non-sublicensable, royalty-free licence to use the Design for promotional, publicity and/or marketing and educational purposes in connection with this Competition and any future iterations or permutations of the Competition without notification to the Participants.
- 5.2 Participants undertake to release SAM, staff, volunteers, partners or any other servants or agents from all liabilities, costs and claims for any injury, loss or damage, directly or indirectly caused by themselves or others, in the course of or as a result of participating in this Competition.
- 5.3 Participants agree to fully indemnify SAM against any liability, loss, damage, claim and cost (including legal costs on a full indemnity basis) incurred by SAM relating to or arising from use of the Artwork by SAM and/or any breach of the Terms and Conditions.
- 5.4 Participants shall not, without the prior written approval of SAM, speak to the press or any other media nor give any interviews or comments relating to this Competition.
- 5.5 SAM reserves the right at its sole discretion to:
- amend the shortlisted Winners announcement date and these Terms and Conditions at any time without prior notice; and/or
 - suspend or cancel the Competition by giving notice on SAM's website at <https://bit.ly/Stick-with-SAM-25>.
- 5.6 In the event of any disputes, these Terms and Conditions shall be governed by and construed in accordance with the laws of Singapore.

Sticker Sheet Design Competition FAQ

1. Can I use a provided template for my design?

Yes, a template is provided to ensure all submissions meet the required dimensions and specifications. Please download and use the template available [here](#).

2. Are there different categories for this Competition?

Yes, there are two categories:

Category 1: For students aged 10–16. Category 2: For students aged 17–25. The exhibitions are on view at Singapore Art Museum at Tanjong Pagar Distripark and multiple other locations across Singapore. Admission is free for all local/locally-based students/teachers, person with disabilities (PWD) and their caregiver. Please click [here](#) to find the full ticketing details.

3. What are acceptable sources of inspiration for my design?

Your design must be inspired by artworks presented at least 2 different Singapore Biennale locations. You are encouraged visit the exhibitions in person and join our related programmes for more inspiration. Find out more about the Singapore Biennale 2025 [here](#).

4. Are there any examples of prohibited designs?

Yes, the following are not allowed:

- Designs that directly copy or replicate entire artworks.
- Designs containing copyrighted elements, including logos, trademarks, or images not sourced from the exhibition.
- Offensive, inappropriate, or insensitive content.
- Designs that do not align with the theme or competition guidelines.

5. Can I combine elements from different artworks into one cohesive design?

Yes, you can incorporate elements from different artworks into your design. Each of the design in your series must draw from visual elements, themes, or concepts from the Singapore Biennale 2025. Please ensure that each artwork reference is distinctly represented in your design and clearly explained in the accompanying write-up.

6. Are there restrictions on the type of materials or tools I can use?

No specific restrictions apply, as long as the final design is submitted digitally and follows the format outlined in the competition guidelines.

7. Do I need to include references for my inspiration?

Yes, please provide a brief description or visual reference the artwork(s) that inspired your design in the [template](#) provided.

8. What file format should I use to submit my final design?

Designs must be submitted in high-resolution PDF, PNG, or JPEG format. Ensure the file meets the size and resolution specifications detailed in the guidelines. Winners will be notified and required to submit a working file in Illustrator, InDesign, or PDF format for production.

9. Can I make multiple submissions?

No, only one submission is allowed per participant. If multiple entries are received, only the first submission will be considered.

10. Will my design be edited by the organisers after submission?

No, all submissions will be final. Only winning designs may undergo slight adjustments for production purposes, if necessary.

11. What are the judging criteria for the competition?

Designs will be judged based on the following:

- Creativity and Originality (50%)
- Relevance to Themes and Artworks of the exhibition (30%)
- Overall Design (20%)

12. What happens if my design does not meet the requirements?

Designs that fail to meet the guidelines (e.g. incorrect format, missing description of artwork or details, lack of inspiration references, or exceeding size limits) may be disqualified.

13. Who can I contact if I have questions or need clarification?

For any inquiries, please reach out to us at stickwithsam@singaporeartmuseum.sg