



Research Unit
Press Information Bureau
Government of India



WAVES AI Art Installation Challenge

Pioneering the Fusion of Creativity and Artificial Intelligence

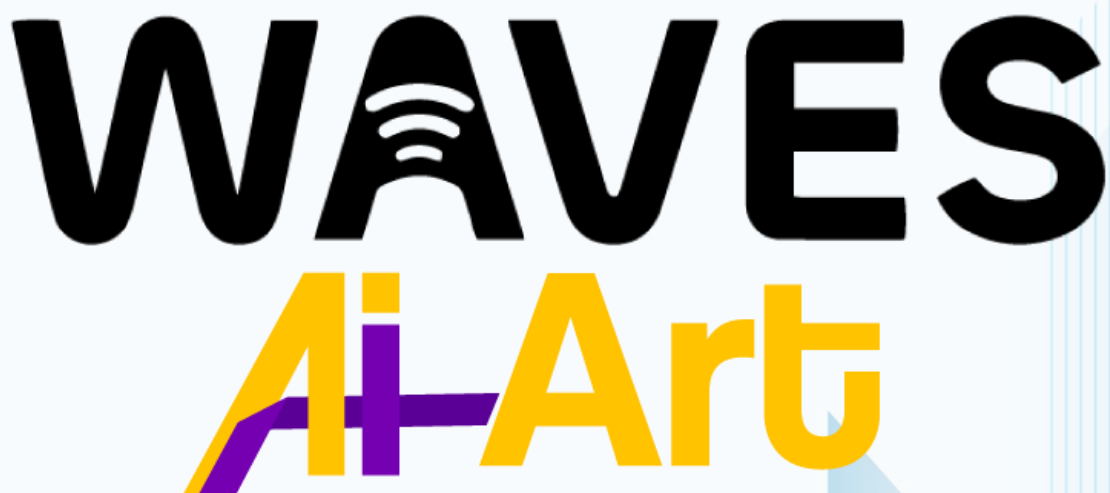
(Ministry of Information and Broadcasting)

February 10, 2025

Introduction

The AI Art Installation Challenge, organised by the Internet and Mobile Association of India in partnership with the Ministry of Information and Broadcasting, is a pioneering competition that brings together artists, designers, and AI enthusiasts to explore the fusion of artificial intelligence and artistic expression. Participants are invited to create immersive and interactive installations using AI-driven tools and techniques, pushing the boundaries of creativity and innovation. The challenge aims to highlight AI's transformative potential in the arts while fostering engagement with investors, collaborators, and industry leaders. By bridging art and technology, it positions India at the forefront of AI-powered creative expression.

This challenge is part of the Create in India Challenges, a flagship initiative under the World Audio Visual & Entertainment Summit (WAVES), which serves as a global platform for innovation in the Media & Entertainment (M&E) industry. Led by the Ministry of Information and Broadcasting, it has attracted over 70,000 registrations. With 31 competitions launched, it fosters creativity and global participation. As a premier industry forum, it drives collaboration, trade opportunities, and India's emergence as a global creative hub. The summit, set to take place from **1st to 4th May 2025** at Jio World Convention Centre & Jio World Gardens, Mumbai, will provide a launchpad for visionary ideas and emerging talent.



Eligibility Guidelines

Open to artists, designers, AI enthusiasts, technologists, and interdisciplinary teams.

Participants can apply individually or in teams of up to five members.

No restrictions on experience level; students and professionals are welcome.

All submissions must be original and created specifically for this challenge.

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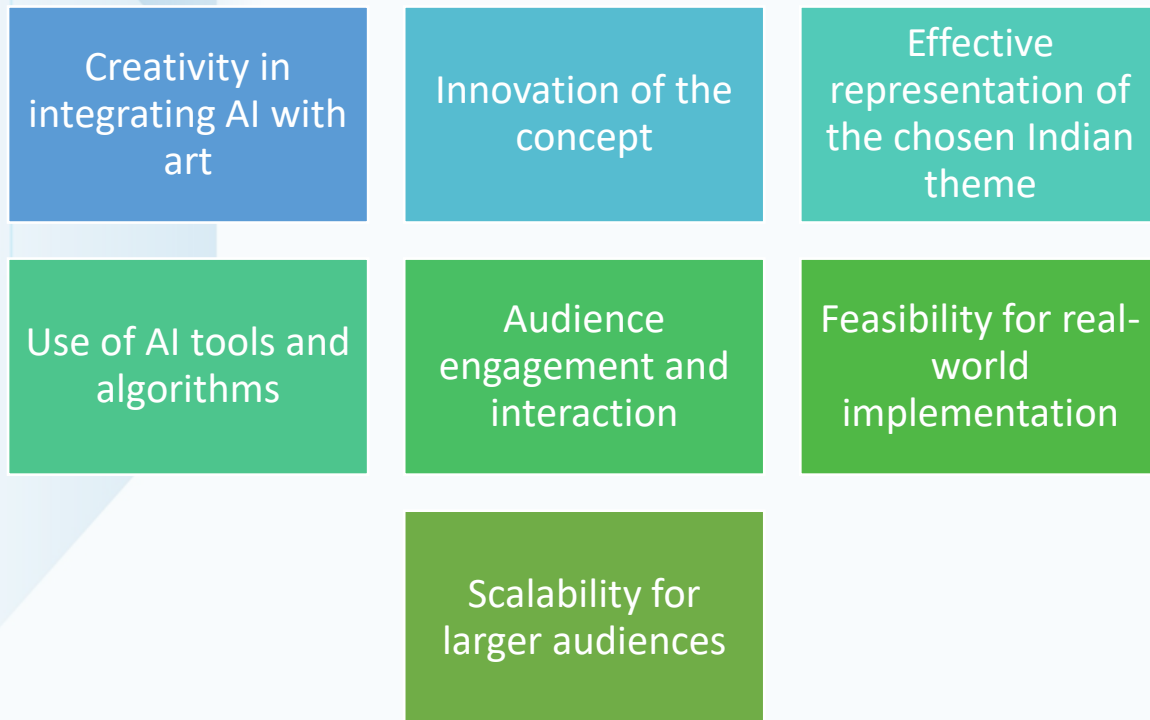
Teams are encouraged to combine art, design, and AI technology skills.

Installations should align with an India-centric theme, such as cultural heritage or other relevant

Submission Requirements

- ❖ Submit a prototype or mockup showcasing the installation's feasibility and interactivity.
- ❖ Include a project description outlining the process, inspiration, and AI techniques used.
- ❖ Provide visual representations, such as sketches or 3D models.
- ❖ Upload a short video (up to 5 minutes) explaining the concept and demonstrating any prototypes or simulations.
- ❖ Entry deadline: **15th March 2025.**

Evaluation Criteria



Disqualification Criteria

- ❖ Plagiarism or use of unauthorized content
- ❖ Non-compliance with submission and eligibility guidelines

References:

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://eventsites.iamai.in/Waves/ai-art/>
- ❖ <https://pib.gov.in/PressReleasePage.aspx?PRID=2048202>

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