

**POSTER
HEROES
.ORG**

Posterheroes 2011

social communication contest
2nd edition

projected by

PLUG:
CREATIVITY

"The problem is that, as generations elapse, we, as occidentals, got convinced that wealth and technology were "natural": obvious as the sun rising, free as the rivers flowing. And on this belief, scientifically absurd, irrational as the most archaic superstition, are based all or almost all of our everyday life, all or almost all of our politics.

We were sadly able to occult the costs, the risks and the failures of a development based, actually, on a reckless and massive taking of limited resources"

Michele Serra

LOOK UP TO THE FUTURE!

Posterheroes is the creative showcase of the proactive debate about consumption's present and future, and of the energetic and material resources' aware fruition. After the contest's first edition, which was centered on the energies' production, the second edition proposes the issue of consumption, underlining the user's role as an important actor in the consumption/saving global equilibriums, and not merely as a spectator of broader mechanisms. The contest is a way for young people and for the creative community to express their opinion about the resources' fruition for a sustainable future.

Which kind of consumption model do you propose? Which kind of scenarium do you imagine for an aware fruition of the energetic and material resources?

The sensitization to action of the single person can be useful to the entire community. The water, soil, goods, fossil fuels, (as oil and methane), consumption meets our basic needs, and is the way that allows us to perform our daily activities. fondamentali, quali ad esempio lo spostamento, l'igiene, il nutrimento. Il consumo indiscriminato diviene anche consumo di sé, del proprio tempo e del proprio spazio.

Which kind of ideas, choices and actions can be proposed and concretely applied to improve or revolution a reckless and obsolete consumption scenarium?

EXPRESS YOURSELF WITH A POSTER!

Through a 50 x 70 poster imagine suggestions and new solutions for the aware resources' aware fruition's future. Open new horizons, suggest and promote new perspectives, enhance debate, exchange, awareness and participation, and give voice to the individuals' and consumers' social value.

CONTEST TIMING

The works consignment, via uploading on our website, will start on the 15th of november, 2011, and will be finishing on february the 15th, 2012, at midnight (GMT + 1).

www.posterheroes.org

Requirements

There are no age, nationality or professional restrictions, the contest is open to anyone, except for the Posterheroes organizers, the Plug associates, the jury and their families.

Modes

It's possible to participate to the contest singly or in groups (in that case, the name of a referent is required), sending at most two works.

For both works it is possible to attach a description of 500 characters maximum. It will be possible to upload the projects only following the instructions on the website, respecting the following features: dimension: 50 x 70 cm, at a 150dpi resolution: (2953 X 4134 pixel,max 5000 kb),vertical format.

Jury

The jury, is composed by international experts in graphics and communication: Giorgio Camuffo, Wladimir Marnich, Designpolitie, Erola Boix, Anthony Burrill, Demian Conrad, Bo Lundberg, Peter Orntoft, Patrick Thomas, Trapped in Suburbia.

Evaluation criteria

The jury will be evaluating as positive aspects of the works the idea's originality, its realization's quality related to the effectiveness of the message's communication, and the emotional aspects that the poster will be able to express.

Independent moderator

Plug, as the contest organizer, will be responsible for mediating the jury's work. It proposes itself as the guarantor managing the operations of inscription and sending of the works in accordance with the terms of the announcement.

Deadlines

The works consignment, via uploading on our website, will start on the 15th of november, 2011, and will be finishing on february the 15th, 2012, at midnight (GMT + 1). The posters received after that date won't be taken under consideration.

Prizes

Posterheroes doesn't award prizes. The best works selected by the jury will be published in the initiative's catalogue and will become part of the traveling exhibitions and of the eventual events that Posterheroes will organize when the contest will be concluded.

Posterheroes would publish on the website eventual prizes or particular awards provided by the sponsors.

Privacy

Every participant or group authorizes the processing of personal data by the organization, under the Law 196/2003, for all obligations to the organization and to the development of the contest.

Royalties

The works will need to be original and not previously published. In that case the candidate would be excluded from the contest. The works can be published by their author only, who, candidating his work, declares and grants to own all of its rights, that the work doesn't affect any right of thirds and doesn't violate any law in force. Moreover, he declares to be the proprietor of all moral and patrimonial rights. In any case the author indemnifies the organization from all responsibilities, costs and charges of any kind that could be incurring because of the work's content. The works must not have any symbol or signature that could indicate the author. The name of the file received will be immediately changed to grant its anonymity. The participants grant to Posterheroes an irrevocable, perpetual, non exclusive, transferrable, royalty-free global licence to use and publicly expose their works citing the authors.

Any other use of the works will be accorded with the authors.

Acceptance

The contest participation implies the total acceptance of these rules.

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