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# Posterheroes OFFICIAL RULES

INTEGRATION, ACCEPTANCE AND  
DIVERSITY IN TODAY'S SOCIETY

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→ [www.posterheroes.org](http://www.posterheroes.org)  
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Participation in the Contest implies full acceptance of the conditions set out herein, and, in particular, the following paragraphs:

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## INTRODUCTION

Posterheroes: A poster for integration (herein also referred to as the “Contest” ) is an illustration, graphic design and social communication contest organized by Culture Association Plug and Favini S.r.l. in collaboration with IGPDecaux S.p.A. (hereinafter, “Organizers”).

The Contest features two different sections: the **Section A. Posters** and the **Section B. Kinetic Posters**. Candidates can participate in the Contest by uploading their project in the appropriate form for each section (Posters or Kinetic Posters) or in both (Posters and Kinetic Posters).

An international panel will select the finalists of both sections: forty (40) projects for the Poster section and ten (10) for the Kinetic Poster section. The Organizers will then select the winner of each category (see “Prizes and Awards” below).

## BRIEF - A POSTER FOR INTEGRATION

### Integration, acceptance and diversity in today's society

We live in a **globalized society**, in which all of us come into contact with different cultures, languages and customs on a daily basis. “Contact” can be direct, when different ethnic groups coexist in the same place or interact with one another, or indirect, namely from shopping at the supermarket to using terms borrowed from other languages which have now become everyday communication elements.

In the process of integration, words like migrant and host are temporary actors on the same stage, though have different roles; the first must be able to adapt and learn, the second available and open. The migrant begins a new life in an unknown environment, the host must be able to welcome an individual whose history, customs and thought are hardly known to him. In this context, our task should be **to promote dialogue**, human rights, safeguarding of peace, sustainable development and, last but not least, **global citizenship**. By now, the Other should no longer be unknown and distant, but an **integral part of the process of growth and collective enrichment**.

**Considering migration as a “transfusion” of ideas, cultures and “knowledge”:**

**What is the importance of migrations, migrants and diversity for a nation?**

**What does it mean to overcome the fear of the Other?**

**What are the physical or virtual boundaries that hinder integration processes?**

**Who is the global citizen of the future?**

The Contest intends to make people aware of integration and acceptance issues, and to enhance “diversity” as a resource upon which to build “tomorrow’s” communities.

Full version of the Brief on the website.

## 1. HOW TO PARTICIPATE

At the time they upload their drawing or video, participants must indicate in which section they intend to compete (Posters or Kinetic Posters) and fill out the dedicated forms.

Projects must be uploaded on [www.posterheroes.org](http://www.posterheroes.org), from **8 April, 2019** (00:00 GMT +1) until **3 June, 2019** (23:59 GMT +1).

Terms and conditions of participation:

### A. Posters Section

1. It is possible to participate in the Contest individually or in groups, by sending up to a maximum of two (2) entries. In the case of group participation, the members must appoint a group leader who will interface with the Organizers for all intents and purposes.
2. Submissions can only be sent via the online upload procedure, as detailed on [www.posterheroes.org](http://www.posterheroes.org). Upon submitting his/her entry, each participant must provide information to be used for statistical purposes and logistic organization; in addition, data provided will be used by the Organizers to send the winners the Contest calendar.
3. The form must be filled out in English; no other language will be accepted.
4. Failure to complete one of the mandatory fields indicated above will invalidate participation in the Contest.
5. Participation in the Contest is free of charge.

### B. Kinetic Posters Section

1. It is possible to participate in the Contest individually or in groups, by sending up no more than one (1) entry. In the case of group participation, the members must appoint a group leader who will interface with the Organizers for all intents and purposes.
2. Submissions can only be sent via the online upload procedure, as detailed on indicated on [www.posterheroes.org](http://www.posterheroes.org). Upon submitting his/her entry, each participant must provide information to be used for statistical purposes and logistic organization.
3. The form must be filled out in English; no other language will be accepted.
4. Failure to complete one of the mandatory fields indicated above will invalidate participation in the Contest.
5. Participation in the Contest is free of charge.

## **2. TECHNICAL REQUIREMENTS FOR SUBMISSIONS**

Kinetic poster and/or poster files must comply with the following requirements (under penalty of exclusion from the Contest):

### **A. Posters Section**

1. 70 x 100 cm vertical format.
2. Size: 300 dpi and max 10 MB.
3. JPG and/or PDF format - best quality.
4. Color profile: CMYK.
5. Technique: free.
6. Under penalty of disqualification, submissions must not display any symbol or signature that may identify the work's author.
7. Text added to a drawing must be in English; no other language will be accepted.
8. The organisers suggest to participants that their submissions must be conceived keeping in mind that, if selected to receive the special prize, they will eventually be adapted to different formats. (See "Special Award, at the discretion of the organisers: communication campaign" below).

### **B. Kinetic Posters Section**

1. Encoded video: H264; MPEG-4; AVC.
2. Extension: MOV; MP4.
3. Video size: max 5 MB.
4. Format: vertical.
5. Definition: 1080 x 1920 square pixels.
6. Audio: NO.
7. Frame rate: 25 fps.
8. Bitrate: 8000 kbps.
9. Standard: HDTV.
10. Scan: progressive.
11. Color depth: 8 bits.
12. Color profile: RGB - millions of colors.
13. Duration: 5 seconds.
14. Technique: free.
15. Under penalty of disqualification, submissions must not display any symbol or signature that may identify the work's author.
16. Text added to a drawing must be in English; no other language will be accepted.

### 3. RESTRICTIONS ON PARTICIPATION

There are no restrictions concerning age, nationality or occupation; the Contest is open to all (illustrators, graphic designers, video makers, visual arts enthusiasts and students of all countries), with the exception of the Organizers, members of Associazione Culturale Plug, the selection panel and their family members, employees of Favini S.r.l. and IGPDecaux S.p.A., and anyone who has entered into a contract with any of the aforementioned Companies.

### 4. SELECTION PANEL

1. After the submission phase ends, the projects will be evaluated by a qualified panel comprising international experts in the field of illustration, animation, arts, visual communication and social integration. The names of the panel members will be made public and available on [www.posterheroes.org](http://www.posterheroes.org).
2. At its sole discretion, the international panel will evaluate works from which to select:
  - **forty (40) winning posters** of Section A. Posters.
  - **ten (10) kinetic winning posters** of Section B. Kinetic Posters.
3. The panel will select work on the basis of evaluation criteria that include: relevance to the brief theme, originality of the proposal, effectiveness of message communication and emotional appeal.
4. The entries will be automatically renamed in order to preserve their anonymity during evaluation by the international panel.
5. Any changes to the panel members will be notified online at [www.posterheroes.org](http://www.posterheroes.org).
6. The Organizers will choose independently from the panel the winner of the cash prize among the forty (40) finalists of Section A. Posters.
7. The Organizers will choose independently from the panel the winner of the cash prize among the ten (10) finalists of Section B. Kinetic Posters.
8. Associazione Plug will be responsible for independently moderating the panel's work.
9. The Favini paper mill, in partnership with Associazione Plug will select twelve (12) posters, among the forty (40) winners, for the realization of the 2020 calendar.

## 5. PRIZES AND AWARDS

The Contest, divided into two sections, Posters and Kinetic Posters, will make two awards:

### A. Posters Section

1. The international panel will select posters uploaded on the official website [www.posterheroes.org](http://www.posterheroes.org), eventually choosing the forty (40) winners of the Contest.
2. The Organizers will select the winner of the cash prize among the forty (40) finalists of Section A. Posters, as chosen by the panel.
3. The winner of the € 2,500 cash prize (to be shared among authors, in the case of group participation) will be invited to participate in the inauguration of the exhibition and the award ceremony, to be held during the festival Torino Graphic Days 4 ([www.graphicdays.it](http://www.graphicdays.it)).
4. Each of the forty (40) authors of the posters selected by the international panel of the Contest will receive by mail a copy of the calendar of the current edition, designed and created by Associazione Plug and Favini.
5. The winning posters will be displayed in a dedicated exhibition set up during the festival [Torino Graphic Days 4](#), as well as in future exhibitions organized by the Contest Organizers. The schedule will be announced on the Contest's official communication channels.
6. The Organizers will be able to select from the winners candidates who will participate in a communication campaign for the Contest distributed through the support circuits of IGPDecaux, its external communication partner (see point six (6) "Special Award, at the discretion of the organisers: communication campaign" below).
7. The winning posters will be published on [www.posterheroes.org](http://www.posterheroes.org).
8. The Organizers reserve the right not to award the cash prize if no submission is worthy of such mention and recognition.

### B. Kinetic Posters Section

1. The international panel will select posters uploaded on the official website [www.posterheroes.org](http://www.posterheroes.org), choosing the ten (10) winners of the Contest.
2. The Organizers will select the winner of the cash prize among the ten (10) finalists chosen by the panel.
3. The winner of the € 2,500 cash prize (to be shared among authors, in the case of group participation) will be invited to participate in the inauguration of the exhibition and the award ceremony, to be held during the festival Torino Graphic Days 4 ([www.graphicdays.it](http://www.graphicdays.it)).

4. The winning posters will be displayed in a dedicated exhibition set up during the festival Torino Graphic Days 4, as well as in future exhibitions organized by the Contest Organizers. The schedule will be announced on the Contest's official communication channels.
5. The Organizers will also select from the winners candidates who will participate in a national communication campaign of the Contest, to be disseminated through the support circuits of IGPDecaux, their external communication partner.
6. The kinetic posters-videos will be published on [www.posterheroes.org](http://www.posterheroes.org).
7. The Organizers reserve the right not to award the cash prize if no submission is worthy of such mention and recognition.

## **6. SPECIAL AWARD:**

### **Communication campaign (at the discretion of the organisers)**

After all awards have been made, the Organizers will be able to select some works from the forty (40) winners, in order to assemble a communication Campaign with the support of its external communication partners and Contest co-organizer IGPDecaux.

In this case, the selected winners will be contacted by the Association, so that they can adapt and prepare the executive files on different formats and sizes. By way of example, the documents could be adapted to the following types:

- 120 x 180 cm (vertical layout);
- 300 x 70 cm (horizontal layout).

N.B. The final formats will be shared exclusively with the selected candidates.

1. Only the selected candidates will be asked to submit their work for the Communication Campaign, to be implemented at a later stage of the Contest.
2. Detailed information on the Campaign will be shared by the Organizers through the Contest official communication channels.
3. Failure to adapt the work within the deadline and as requested from the authors by email will be grounds for exclusion from the Campaign.

## **7. DEADLINES**

1. Submissions must be uploaded on [www.posterheroes.org](http://www.posterheroes.org), from **8 April, 2019** (00:00 GMT +1) until **3 June, 2019** (23:59 GMT +1).
2. Posters and kinetic video-posters received after the deadline will not be considered for purposes of the Contest.
3. The Organizers reserve the right to extend the deadline; any changes will be posted on the Contest official website and social and web channels.

4. The authors of the forty (40) posters and the ten (10) kinetic posters - video selected will be notified on 2 September, 2019, through the website [www.posterheroes.org](http://www.posterheroes.org) and the Organizers' communication channels. The authors of the winning works will also be informed by email, at the address provided on the registration form.

## **8. QUESTIONS AND INFORMATION REQUEST**

All communications concerning this call for applications must be sent to [staff@posterheroes.org](mailto:staff@posterheroes.org)

## **9. PRIVACY POLICY**

Personal data will be processed in full compliance with the provisions of Regulation (EU) 2016/679, General Data Protection Regulation (GDPR).

Italian law will apply to any dispute concerning the Contest. By submitting their works, participants explicitly and irrevocably agree that the Court of Turin will have sole jurisdiction over disputes.

Associazione Cultural Plug is designated as the Data Controller. Pursuant to privacy legislation, any data provided will be processed for the following purposes: evaluation of works, selection of works, invitations to meetings and all purposes deemed to be functional to carry out the Contest, as well as and to comply with statutory requirements.

Data will be processed at the headquarters of Associazione Plug, through paper and/or electronic methods, in compliance with safety and confidentiality measures. Data will be stored for the length of time set forth in applicable statutory and regulatory provisions.

Data provided will be shared by the Data Controller with other Organizers, for purposes related to the Contest.

Data may also be shared with third parties in order to comply with administrative, fiscal and legal requirements. At any time, participants can exercise their rights towards the Data Controller by sending a request to [staff@posterheroes.org](mailto:staff@posterheroes.org).

## 10. COPYRIGHT

Candidates are responsible for the originality of their entries, must guarantee authorship and hold the Organizers harmless from any liability resulting from any third-party claims regarding copyright and other right related thereto.

Proposals must be original and unpublished, and be inspired by the theme set forth in the Contest Brief.

Proposals can be submitted only by their authors, who, by doing so, declare and warrant ownership of their work, and that their submission does not violate any rights of third parties and any applicable law. They also declare to be holders of all moral and patrimonial copyrights related to their entries. In the event of disputes, authors will hold the Organizers harmless from any liability, costs and charges of any nature that may be incurred as a result of work contents.

The participants grant the Organizers an irrevocable, perpetual, non-exclusive, transferable and royalty-free license, valid internationally to use and publicly display their works, citing the authors and the Contest (Posterheroes) in exhibitions, catalogs, and visual paper and digital supports.

The license also confers the right to Associazione Culturale Plug to use the works for fundraising activities, for activities aimed at its financial support, or for social communication campaigns (within the limits defined by the rules and the Association's NON-PROFIT status).

Any other use of the works must be agreed with the authors, possibly for a fee, as determined by the parties. This could include, by way of example:

- artistic and cultural promotion activities;
- social activism campaigns; and,
- educational material.

### Contatti

- [www.posterheroes.org](http://www.posterheroes.org)
- [staff@posterheroes.org](mailto:staff@posterheroes.org)

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