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SOCIAL
COMMUNICATION
CONTEST

POSTER
HEROES
6

RIGHTS IN LOVE

13TH JULY 2016
15TH OCTOBER 2016
— NEW DEADLINE

POSTERHEROES.ORG



"No government has the right to tell its citizens when or whom to love. The only queer people are those who don't love anybody."

RITA MAE BROWN

BRIEF

Today we are experiencing a social, political and ideological debate that is affecting one of the primary human rights: the right to love. In the recent years, a process aimed at reforming regulations and laws on couples has been progressing, particularly about same-sex marriage, civil unions, common law marriage and adoption. Very often we find ourselves reflecting on the boundaries of the right to love, on its meaning and on the conditions under which two persons can be considered as couple. We can define the right to love as the freedom to love, to fully live your own sexual orientation, get married, start a

family or adopt children without any kind of boundaries or obstacles. Love is a right, comparable to the right of expression and to the right of equal opportunities and therefore it must be considered a human fundamental.

**THE RIGHTS ON THE COUPLES,
ON THE FAMILY AND ABOUT
LOVE ARE SLOWLY CHANGING.
LOVE AND THE RIGHT TO LOVE
ARE AT THE CENTER OF THE
CURRENT WORLDWIDE
DEBATE**



RIGHT TO LOVE

The right to love, regardless of gender, race, nationality or religion, has become, over the years, a basic statement that means freedom of expression and human equality. However, this important acknowledgment is still far to be extended to the entire globe: some cultures, communities and nations are still struggling to obtain equal rights and freedoms. Every day, worldwide, there are situations where homosexuality is seen as an illness, a problem, often legally punishable by imprisonment, or even by death penalty. In many cases, these conditions push homosexual men and women to marry the opposite sex so as to hide in public their sexual orientation. Alike, there are cases in which women, are considered as subordinate to men, without the right to be treated equally in the community, specially if they do not get married. Even in Western society, although it is tolerated, homosexuality encounters obstacles and ideological barriers that

**EXPRESS YOURSELF WITH
A 50X70cm POSTER.**

**ENTER THE CONTEST AND
SEND US YOUR ARTWORKS
BY 15TH OCTOBER 2016 AT
WWW.POSTERHEROES.ORG**

**WHAT IS YOUR PERSONAL
THOUGHT ABOUT THE RIGHT
TO LOVE ?**

**PORTRAY THE WAY YOUR
NATION SEE "THE COUPLE"
IN A POSTER.**

threaten to make useless the campaigns carried on by the LGBT community. Those walls are often based on the beliefs that homosexuality is something against natural laws and therefore sexual orientation is relegated to a private dimension while their public or legislative recognition become null. This is the current scenario. Today we live in a world that is slowly thinking about what love means, and is trying to rewrite laws by breaking down the boundaries that often divide love and rights.

The new edition of Posterheroes asks the creative community to tell about love and right to love in the world. Help us to spark a debate on the right to love and on the meaning of being a couple.



POSTERHEROES IS AN INTERNATIONAL
COMMUNICATION AND SOCIAL GRAPHIC
ART CONTEST ORGANIZED BY PLUG – NON
PROFIT CULTURAL ASSOCIATION.

REQUIREMENTS



There are no age, nationality or profession limits, the contest is open to all, except for the organizers of Posterheroes, PLUG associates, the jury or any of their family members.

PARTICIPATION TERMS



The Posterheroes contest is open to individuals or groups (in this case a single representative will be required) with the submission of up to three (3) entries each. Works can only be submitted online by following the uploading procedure on www.posterheroes.org.

Each candidate will include the following details in the electronic form:

- candidate name and surname (representative in the case of a group);
- sex;
- age;
- profession;
- nationality;
- e-mail address;
- title of the artwork;
- English description in 500 words max.

If one or more mandatory fields are not filled up, the participation to the contest will be invalidated.

Artworks must not include any symbols or signatures that could trace back to the authors.





TECHNICAL REQUIREMENTS

Files must comply the following technical features (upon pain of exclusion):

- size: 50x70 cm - 150dpi (2953x4134 pixels);
- max 5MB;
- vertical layout;
- JPG or PDF format.

ADMITTED LANGUAGES

The only admitted languages to use in the electronic form are English and Italians. If the graphic work contain text, this must necessarily be written in English.

JURY

The jury is composed of international experts in graphic arts and communications. PLUG reserves itself the right to communicate on its website any possible changes to these conditions.

EVALUATION CRITERIA

After the participation deadline, the jury will select the forty (40) best proposals. Evaluation criteria for selection will be: originality, quality in relation to the efficacy of the message and emotional aspects expressed by the posters. Files will be automatically renamed to guarantee anonymity, during the process of evaluation by the jurors.

INDEPENDENT FACILITATOR

PLUG Association, as the organizer of the contest, will be responsible for facilitating in an independent manner the works of the jury.

PLUG also guarantees the correct management of entries as reported in the present regulation.





DEADLINE



Works can be submitted starting from 13TH July 2016 (11:59 p.m. GMT+1) until midnight (11:59 p.m. GMT+1) of 15TH October 2016. Posters received after the established deadline will not be considered for the contest. In case of submission problems due to a technical failure on the website, the independent facilitator will decide whether to accept or not the posters at its own discretion after the deadline. Plug reserves the right to extend the deadlines by announcing any changes on the website and on their social media channels.

AWARD



Posterheroes does not award any monetary prizes. Selected posters will be published on www.posterheroes.org and they will be displayed on the social media channels of PLUG Association and Posterheroes (Facebook, Twitter, Youtube). Selected works will be published on the catalogue of the initiative and will become part of the shows and future exhibition events which Posterheroes/ PLUG will organize at the end of the contest. **Selected posters will be announced by the end of November 2016.**

PRIVACY



Each participant or group authorizes the cultural association Plug (as data controller) to process and to use personal data According to Legislative Decree no. 196/2003 (Code regarding the protection of personal data - Italian Law), for all the purpose related to Posterheroes contest (including any exhibition events after the competition). For any disputes concerning the contest, the Italian law will be applied. By sending the entries, participants explicitly accept, without possibility of appeal, that the competent tribunal will be the one in Turin. The data will be used, within the limits of the privacy regulations, for the following purposes: evaluation of the projects, project selection, communication to the authors and for all





the purposes related to the execution of the competition and in order to comply the obligations required by law.

The data processing will take place at the PLUG headquarters and will be carried out on paper and/or through computerized ways in observance of all cautionary security measures and confidentiality of the information.

Data will be kept for the time required by civil and fiscal regulations. The data might be made available to third parties that are part of the jury. Data might also be communicated to third parties selected by Plug to perform administrative, tax and legal activities.

At any time, the participants have the right to ask for clarification or to exercise their rights about data processing by sending an e-mail to staff@plugcreativity.org.

COPYRIGHTS



The works must be original and unpublished, otherwise they will be excluded from the competition. They can be submitted only by their author (or authors in case of group).

By submitting the file the authors guarantee that they own all the rights on the artwork and that they are not infringing any third party rights or any applicable laws.

They also declare to be the holder of any moral and creativity rights.

In the event of a dispute, the author indemnifies the cultural non profit Association Plug from any kind of responsibilities, costs and expenses which should arise due to the content of the work.

Participants grant to Plug an irrevocable, perpetual, non-exclusive, transferable, royalty-free, international license to use and publicly display their artworks in exhibitions, catalogues and printed or digital medias by mentioning the authors and the contest Posterheroes.

The license also grants to Plug the right to use the artworks for fundraising activities (within the limits





defined by the Statute and by the non profit status).

Any other use of the artworks will be agreed with the authors. This may include, but it is not limited to:

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

ACCEPTANCE

The participation to the contest (through the artwork submission) implies the total acceptance of the present regulation and specifically of the following points: requirements, terms and conditions, technical requirements, admitted languages, jury, evaluation criteria, independent facilitator, deadline, awards, privacy, copyright.

NOTE: The Association PLUG reserves the right to make changes in this regulation during the contest. Any changes will be promptly communicated on the website.



A PROJECT BY

PLUG:

CREATIVITY

INFO

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