

# MINDFUL OR

# MIND FULL?

## 2022



Shifting the learning paradigm

OFFICIAL REGULATION

POSTER  
HEROES  
.ORG



## 1. INTRODUCTION

**POSTERHEROES:** *Mindful or Mind Full* referred to hereafter as the “Contest”, is an illustration, graphic design, and social communication Contest organized by the non-profit Associazione Culturale **Plug** with the contribution of **Favini S.r.l.** and **ITCILO**, referred to hereafter as the “Organizers”.

### START OF THE CONTEST

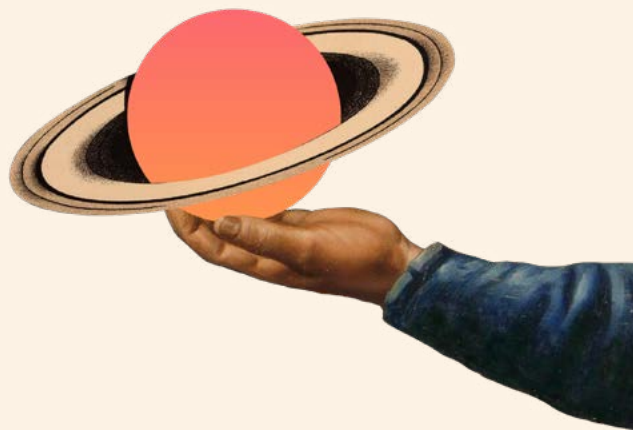
**27.06.2022**

The candidate projects for the Contest will be submitted to an international jury that will examine them to select forty (40) winners. These will be further judged by the Organizers, in order to identify the prize's winner of 2.500€ (twenty-five hundred).  
– see point seven “Prizes and awards”.

The complete brief is available at this link:  
[www.posterheroes.org/brief](http://www.posterheroes.org/brief)

### DEADLINE (UNLESS EXTENDED)

**20.09.2022**



## 2. HOW TO PARTICIPATE

A. Contest participation is free and open to all without an age limit.

B. Participation is allowed for both individual artists and groups. In the case of group participation, the members must appoint a group leader who will liaise with the Organizers.

C. Submissions can only be sent via the online upload procedure on: [www.posterheroes.org](http://www.posterheroes.org).

### The process consists of:

1. **Register** on [www.posterheroes.org](http://www.posterheroes.org). The form must be filled out in English and no other language will be accepted.

- Registration will ensure the opening of a Private User Profile. There, the participant or group leader will have the chance to upload the projects within the Contest deadline – see “Deadlines” at point 5.
- Upon submitting their entries, each participant must provide information used for statistical purposes and logistical organization. Specifically, data provided will be used by the Organizers to send the winners the Contest Calendar. – see “Prizes and awards” at point 7.
- The email entered during Registration will be used for all the communications with the candidate.

2. **Upload submissions:** Users can upload the posters whenever they want before the deadline. They are allowed to delete, add projects and modify until and no later than the official deadline (unless officially extended) – see “Deadline” at point 5.

3. **Wait for the response:** After the deadline, the jury and organizers will proceed with the selection of the winning posters and will communicate the updates to their respective stakeholders.

D. The poster files to be uploaded for participation in the Contest can be up to a maximum of three (3) entries – see the “Technical requirements” in point 3.

E. During the jury selection, the open version of the top 150 artworks will be requested by email to the authors. Files will be requested according to these specifications.

- 70 x 100 cm
- 300 dpi
- open format (e.g. psd, ai, procreate...)

If the file does not arrive within the time indicated in the aforementioned email, the Organizers may exclude the participant.



## 3. TECHNICAL REQUIREMENTS FOR THE SUBMISSION



Files must comply with the following requirements:

A. **70 x 100 cm** vertical format.

B. **10 MB size.** The maximum resolution of 150 dpi is recommended. Winners of the Contest will then be contacted to send artworks in high resolution, with specific requirements for printing the Contest Calendar.

C. Accepted formats: **JPG, JPEG, PDF, PNG**

D. Color profile: **CMYK**.

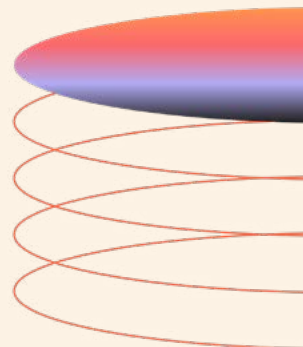
E. Technique: **Free**.

F. Under penalty of **disqualification**, submissions must not display any symbol or signature that may identify the work's author.

G. Text added to a drawing must be in **English**; no other language will be accepted.

Only original and unpublished artworks will be accepted. They must be maintained unpublished until the official publication of the Contest results on the channels of Posterheroes. – see “Copyright” in point 4.

**Failure to comply with these requirements will cause immediate exclusion from the Contest.**



## 4. COPYRIGHT

Below the rights and duties related to the artworks and to the authors participating in the Contest will be listed.

### The artwork proposal and the concept:

- Must be original and unpublished until the publication of results on official Posterheroes channels;
- Proposals must be inspired by the theme outlined in the Contest Brief – *see the Brief (Link)*.
- They must not infringe any rights of any third party or applicable law.

### The author (or the authors, in case of groups):

- Declare to hold all moral and patrimonial copyrights related to their submitted artworks.
- In the event of disputes, the author will not hold the Organizers accountable of any liability, costs, and charges of any nature that may be incurred due to the content of the submitted artwork.
- Proposals can be submitted only by their artist (or group leader), who, by doing so, declares and warrants ownership of their work, and that their submission does not violate any rights of third parties or applicable law.
- The author declares the originality of the submitted proposal and to be able to show its authorship, thus relieving the Organizers from any liability arising from possible claims by third parties in the field of copyright and related.
- 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, calendars, and any visual paper and digital supports. The license also confers the right to Associazione Culturale Plug to use the artworks for fundraising activities or for social communication campaigns (within limits defined by the rules and the Association's NON-PROFIT status). The license requires the organizers to explicitly mention the author of the artwork. Any other use of the artworks 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 materials.

## 5. DEADLINE

### Below are the deadlines that must be respected:

Artworks uploading must be performed no later than: **20.09.2022** (unless extended) on [www.posterheroes.org](http://www.posterheroes.org)

Other information to be notified:

- Posters received after the deadline will not be considered for the Contest.
- The Organizers reserve the right to extend the deadline; any changes will be posted on the Contest's official website and social channels.
- The authors of the forty (40) posters selected and the cash prize winner will be notified on 24 October (unless extended) 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.

## 6. INTERNATIONAL JURY

After the submission phase ends, the projects will be evaluated by a qualified panel composed of international experts in the field of illustration, animation, arts and visual communication. At its sole discretion, the international jury will evaluate artworks from which to select forty (40) winning posters. The Organizers will decide the cash prize winner assignment.

Additional details are provided here below.

### Jurors:

- The names of the jurors will be made public and available on [www.posterheroes.org](http://www.posterheroes.org), before the deadline.
- The criteria for the selection will be coherence with the theme, originality, aesthetic and communication impact.

### Organizers:

- Favini, in collaboration with the Associazione Culturale Plug, will select twelve (12) posters among the forty (40) winners for the realization of the Contest Calendar 2023.
- The Associazione Culturale Plug will be responsible for independently moderating the jury's work and it will be entitled to make a pre-selection of the artworks. The files will be anonymized to ensure that jurors and organizers can have an objective evaluation of the projects.

- Any changes to the jury members will be communicated online on the website [www.posterheroes.org](http://www.posterheroes.org).
- The final evaluation and prize assignment will be unquestionable.

## 7. PRIZES AND AWARDS

The international jury will select the posters received by uploading them to the official website [www.posterheroes.org](http://www.posterheroes.org), deciding the **forty (40) winners of the competition**.

- The Organizers will decide the Prize winner (two thousand five hundred euros - 2500€), taking into consideration evaluation of the 40 posters selected by the Jury.
- The 40 winner posters will be published on the Posterheroes website: [www.posterheroes.org](http://www.posterheroes.org).
- The organizers have the right to not give the cash prize in case they'll not found a worthy project
- Each of the twelve (12) authors of the posters selected for the realization of the 2022 Calendar will be honored with a copy of it. The Calendar is designed by the Associazione Culturale Plug and realized by Favini Company. The Calendar will be sent by ordinary mail.

## 8. 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 Culturale Plug is designated as the Data Controller**

Any data provided will be processed for the following purposes: evaluation of works, selection of works, invitations to meetings, and all purposes deemed to carry out the Contest, as well as to comply with statutory requirements. Data will be processed at the headquarters of Associazione Culturale Plug, through paper and/or electronic methods, in compliance with safety and confidentiality measures. Data will be stored for the length of time outlined 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 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) and CC [staff@plugcreativity.org](mailto:staff@plugcreativity.org).

## 9. RESTRICTIONS ON PARTICIPATION

The Contest is open to all, except: the Organizers - Favini - ITCILO - members of the Cultural Association Plug, the jury and their family members, employees of Favini S.r.l.

## 10. QUESTIONS AND INFORMATION REQUEST

For any questions and communications related to the Contest, the regulation, and the brief, please contact [staff@posterheroes.org](mailto:staff@posterheroes.org)

## 11. ACCEPTANCE

Participation in the Contest implies full acceptance of the conditions set out herein, and, in particular, the following paragraphs:

- HOW TO PARTICIPATE
- TECHNICAL REQUIREMENTS FOR THE SUBMISSION
- COPYRIGHT
- DEADLINE
- INTERNATIONAL JURY
- PRIZES AND AWARDS
- PRIVACY
- RESTRICTIONS ON PARTICIPATION

**YOU DID IT!  
POSTERHEROES  
ARE WAITING  
FOR YOU!**



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

A project by:



FAVINI

