

Good'08

50x70

**Call for Entries.
Conditions and Rules.**

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1. Briefs

1.a Child Mortality

(this brief is endorsed by Unicef)

Message: It's easy to save a child's life.

Background: Every day 26,000 children under the age of 5 die. Most of the time it's from easily preventable diseases that are either extinct or easily curable in developed countries. All we have to do to stop this is supply common medicines such as vaccinations and vitamin supplements to stop children dying from diseases as basic as measles or diarrhoea. Yet we stand by and do nothing.

1.b Global Warming

(this brief is endorsed by Wwf)

Message: Our apathy harms only our own futures.

Background: We all know about global warming. Although people might not think that they can do anything about it themselves individual action can make a big difference if we all do them together. Little things like turning off a light or not leaving a tap running. As it takes more effort to do it than not, we don't do it. But that energy you save when you turn your computer off rather than put it on standby can really make a difference to our planet's future when you multiply it by a thousand or a million. And after all, our future is something we all share.

1.c Human rights violation

(this brief is endorsed by Amnesty)

Message: Is the Universal Declaration of Human Rights worth the paper it's written on?

Background: In 1948 the United Nations unveiled the Universal Declaration of Human Rights to protect the rights of every person in the world from a repeat of the tragedy of the Second World War. This declaration was to serve as the "foundation of freedom, justice and peace in the world". A person's rights were now protected by the international community from any government or state. Sixty years on, almost half of the world's population has one of the 30 articles laid out in the Declaration violated on a daily basis. Millions of people die of easily preventable and curable diseases, more than a billion people earn a dollar or less a day and the same number do not have access to clean drinking water. Meanwhile the repression of fundamental freedoms, torture, death penalty, discrimination and violence on kids and women continue to be tools for social control and keeping power.

The human rights laid out in the declaration are often attacked by the very people who should be defending them our governments. Why?

1.d Hunting

(this brief is endorsed by Greenpeace)

Message: No one gains from whaling.

Background: The International Whaling Commission was set up in 1946 to promote and maintain whale fishery stocks and is now the main protector of whales worldwide. However its role is being threatened by the amount of money that the Japanese fisheries are using to buy votes in the IWC to reintroduce commercial whaling. While this cannot be definitively proven, when the IWC passed the pro-whaling St Kitts Declaration two thirds of the countries voting for it had received financial aid from Japan. This is derived from the Ministry of Fisheries which has a \$50 million US budget every year specifically to promote commercial whaling. While we can't criticise developing countries for accepting money for things that don't directly concern them, in 2008 commercial whaling is closer than ever to becoming a reality again. It is a situation without any benefit – the research is a scam which has even suggested that whales can live forever and the argument that whale meat is demanded in Japan is a sham, as only 5% of the population eat it regularly and 69% directly oppose it. It's time for the rest of the world to make a stand and protect these endangered species.

1.e Sexually transmitted diseases

(this brief is endorsed by Lila - Italian League Against Aids)

Message: It's not big or clever not to wear a condom.

Background: Condoms protect you against sexually transmitted diseases, they're cheap and they only take a second to put on. But too many people rather risk their lives than wear one. It's easy to imagine it's brave or empowering not to put a condom on, but the only person you're hurting is yourself or the person you're sleeping with. The thing is that the highest number of people who are unconsciously HIV positive are heterosexual, not gay and they're from developed countries. But by the time they find this out it's too late. We need to raise awareness of the foolhardiness of not wearing a condom in all parts of society, not just the ones normally targeted.

1.f War victims

(this brief is endorsed by Emergency)

Message: It takes more to clear up war than a plaster.

Background: The importance of health care in war zones is clear and pressing. But all too often this is confined to short term aid provided during the conflict which stops as soon as the conflict does. Emergency aims to leave behind long-lasting infrastructures in war zones and areas stricken by poverty that enable the affected communities to regenerate and prosper long after the short term help leaves.

Emergency provides highly specialised healthcare of the highest quality for civilian victims of war, landmines and poverty in three areas - surgery, medicine and rehabilitation. The right to health care is not something that should be confined to the Western world.

By setting up permanent structures and training personnel, we can help communities to rise again after conflict.

1.g Water scarcity

(this brief is endorsed by Amref - African Medical & Research Foundation)

Message: Make people in the rest of the world aware of how scarce water is in Africa.

Background: Fresh, clean, water is one of the most precious resources in Africa.

More than a billion Africans don't have access to it. Those that do have to make do with 20 litres a day for drinking, cooking, washing, feeding animals and farming. In the Western World we each use over 300 litres every day.

The need for water in Africa is so desperate that 2 million children die every year because they're given dirty water to drink. Clean water in Africa means health, prosperity and development. In the West, it's just something that comes out of a tap.

2. Eligibility

The contest is open to everyone except members of the Good 50x70 board and their families, who are prohibited from entering the contest. Any individuals connected to the jurors by any form of relationship are unable to enter the contest.

3. Jury

3.a Members

Timo Berry (Finland)
Bulent Erkmen (Turkey)
Cao Fang (China)
Yossi Lemel (Israel)
Alain Le Quernec (France)
Chaz Maviyane-Davies (Zimbabwe)
Armando Milani (Italy)
Woody Pirtle (USA)
Gunter Rambow (Germany)
Liza Ramalho (Portugal)
Dan Reisinger (Israel)
Leonardo Sonnoli (Italy)
Massimo Vignelli (USA)
Lourdes Zolezzi (Mexico)

3.b Independent moderator

Bazaar.net is appointed as a moderator to act amongst the organisers, the jury and the entrants. Bazaar.net is thus receiving all submissions, opening submissions after the deadline of the competition, keeping a register of all submissions and making the submissions available online for the jury to vote.

4. Date and Subject

4.a Date

The contest is open for entries from February the 18th, 2008.

The entries close on midnight April the 20th, 2008 (CET time).

4.b Subject

An entry must consist of three parts:

1. A solution to one or more of the seven briefs proposed by the endorsing charities.
All the artworks must be 50x70cm (2953x4134 150DPI) RGB JPG, not larger than 4MB and unpublished.

2. A black and white picture of the author in a 1063x1597 300DPI RGB JPG format

3. Either:

a) a brief explanation from the author of the concept behind the poster,

b) a short entry of the author's thoughts or feelings about social communication. This could take the form of a quotation or anything that inspired the author to produce the poster. This can be up to 800 characters long (spaces included).

If an entry does not consist of all three parts, it will not be considered for entry.

4.c Selection

Any valid entry from an eligible participant will be submitted to the jury for selection. Are considered valid only entries matching all the technical and content requirements submitted through Good 50x70 own website form.

Submitted posters must be relevant to the brief to be considered for evaluation. Posters not matching this criteria might be excluded from the competition, at the discretion of the jury.

5. Anonymity

5.a Copyrighted material

By submitting an entry through the website the participant will be asked to state that the poster has not been published prior to the contest and that the design is his/her their personal work or has been prepared under his/her supervision.

5.b Anonymous entries

No poster submitted shall be itself signed or bear any other distinguishing mark. The poster, the name and address of the participant will be numbered automatically in the contest database. Poster entry and personal data will be stored separately and reunited only after jury selection.

6. Restrictions

6.a Delays

A poster shall be excluded from the competition if it is received after April the 20th, 2008 at midnight (CET time), unless it has been delayed by a malfunction in the automated submission system,

in which case it may be included at the jury's discretion.

6.b Clauses

A poster shall be excluded from the competition if it does not fulfil the binding clauses laid out in this document.

7. Selected entries

7.a No monetary prizes

The contest is free for the participants and aims to improve social communication, thus is endorsed by charities and NGOs rather than profitable business. The contest itself is not profitable and will eventually devolve to the endorsing charities any revenue. For this reason, there are no monetary prizes.

7.b Winners

The jury will select 30 posters for each category as finalists. From each of the 7 categories the jury will shortlist 30 finalists for a total of 210 artworks. All the selected posters are equally good, everyone published in the contest catalogue together and exhibited at the same level.

7.c Exhibition and catalogue

An exhibition with all the posters selected as finalists will be held in Milan no longer than 60 days after the contest has closed. Details about the exhibition location and dates will be announced through contest website as long as a definitive arrangement has been made. A catalogue containing the posters selected as finalists will be published in a limited number of copies and distributed to the finalist themselves and the jury members.

8. Copyright and Patents

8.a Intellectual property and copyright

The participant has intellectual property over the submitted entry.

The copyright will remain the property of the participant.

8.b Usage

Submitted entries are free of any fee or royalty for usage of the sole charity endorsing the brief the poster has been submitted for. Any other usage is not permitted without the written agreement of the designer and is always subject to the payment of a fee or royalty in compliance with designer wishes.

8.c Unselected entries

All entries are eligible for use by the endorsing charity, even if they are not selected as one of the winning posters by the jury members.

8.d Usage conditions

The endorsing charity cannot alter, or amend in any way, the work submitted without the written agreement of the designer. The name of the designer has to be printed in a on the posters upon publication.

9. Design Development

9.a Poster Production

Whenever an endorsing charity intends to publish one of the submitted posters and requires further design development, the designer shall be commissioned to develop it to the desired stage of production.

9.b Reproduction

It is not intended that the winning design shall necessarily be published, the final decision rests with the endorsing charities.

9.c Inability to production completion

If a poster entry is going to be published and its designer does not possess the necessary experience or facilities available for the successful completion or production of the poster, or is unable to undertake such work within a reasonable period,

then a consultant or design organization may be recommended by the jury to collaborate with the participant.

10. Report

A full report of the competition, once the cycle of judging has been completed, will be rendered to the Executive Boards of AGI, ICOGRADA, BEDA and AIAP by the organizers. This report will include details of the number of entrants, the judges, the names of the winners and comments by the judges on the quality of work submitted.

Good 50x70

is a Good Design Cultural Association
project by Pasquale Volpe
in collaboration with Tommaso Minnetti.

For more information please e-mail us at:
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or visit our website:
www.good50x70.org

**This project
is endorsed by**

Design associations:

AGI

icograda
IDA

BEDA



Charities:



GREENPEACE



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