



**POSTER
HEROES
.ORG**

Artwork
Constellations (2015), Daniele Galliano

ABOUT

PLUG is a **cultural non-profit association** dealing with social and environmental issues, based in Turin, Italy.

It aims at sparking a public debate, promoting strong and powerful messages, influencing people's lifestyle by spreading the most important aspects of social and environmental sustainability.

www.plugcreativity.org

The logo for PLUG, featuring the word "plug" in a bold, lowercase, sans-serif font. The letter 'p' is significantly larger than the other letters, and the 'u' has a unique shape with a rounded bottom.

Favini is worldwide leader in the **design and production of textures and finishing solutions** for eco-leather for fashion, luxury, design, IT and technical sportswear sectors. Favini is also a leading global producer of graphics specialties, natural fibres-based (cellulose, algae, fruits, nuts, leather etc.), for the packaging of luxury and fashion industries.

www.favini.com

The logo for FAVINI, featuring the word "FAVINI" in a bold, uppercase, sans-serif font.

PREVIOUS EDITIONS

ph 1 // **The future of energy**

450 posters
60 countries

ph 2 // **Smart consumption**

1088 posters
67 countries

ph 3 // **The smart cities**

879 posters
59 countries

ph 4 // **The food system**

1247 posters
67 countries

ph 5 // **Food in the loop**

871 posters
56 countries

ph 6 // **Rights in love**

1320 posters
66 countries

ph 2018 // **Shaping the future**

2908 posters
103 countries

PREVIOUS EDITIONS



Posterheroes Exhibition, Poormanger, Turin, 2017



Posterheroes Exhibition, Poormanger, Turin, 2017



Calendar and catalogue, Shaping the future, 2017-2018

BRIEF 2019

A POSTER FOR INTEGRATION

| INTEGRATION, ACCEPTANCE AND DIVERSITY IN TODAY'S
| SOCIETY

BRIEF 2019

We live in a **globalized society**, in which all of us come into contact with different cultures, languages and customs on a daily basis.

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?

SUBMISSION

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 or in both.

It is possible to participate in the contest **individually** or in **groups**.

A. POSTERS SECTION

Dimension: 70 x 100 cm vertical format.

Resolution: 300 dpi and max 10 MB.

JPG e/o PDF format - best quality.

Color profile: CMYK.

Technique: free.

Text added to a drawing must be in English.

B. KINETIC POSTERS SECTION

Encoded video: H264; MPEG-4; AVC.

Video size: max. 5 MB.

Format: vertical.

Definition: 1080 x 1920 square pixels.

Audio: NO.

Color profile: RGB - millions of colors.

Duration: 5 seconds.

Technique: free.

Text added to a drawing must be in English.

SELECTION PANEL

The projects will be evaluated by a qualified panel of **international experts.**

The winners of each section will receive a **cash prize of € 2500.**

PRIZE

1° PRIZE
(for each section)

€ 2500

PRIZE

The winning *posters* and *kinetic posters* will be displayed in a dedicated exhibition set up during the festival Torino Graphic Days 4.

PRIZE



Posterheroes Exhibition, Torino Graphic Days, Toolbox Coworking, 2016



Posterheroes Exhibition, Torino Graphic Days, Toolbox Coworking, 2016

DEADLINE

→ 03 June 2019 ←

CONTACT



email: staff@posterheroes.org

website: www.posterheroes.org

Instagram

Facebook

Twitter