

Good 50x70

The project that helps
social communication.

Milan, 17.03.2007

Call for Entries. Conditions and Rules.

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1. Briefs

1.a AIDS

BEYOND PROSTITUTION PREJUDICES.

(Endorsed by Lila)

It isn't easy to handle the prostitution issue: moralism, hypocrisy and clashing systems of ethics continue to make any form of dialogue difficult, even today. The same arguments are still used in every discussion, despite the great social evolution of the last century. Both the blame on the phenomenon, as well as the label of the victims, remain unchanged.

With so much hypocrisy, institutions often decide to fight the immoral behavior they see in prostitution, and not the real criminals. The weakness of the tools adopted by governments to solve the problem is evident: a high number of arrested prostitutes, but how many clients and exploiters are either arrested or expelled?

Only by recognizing prostitution as a self-determined choice of those who practice it and those who use it, respecting it as it is without useless prohibition attempts, can we make the difference in terms of rights, safety and public health. Only in this way is it possible to fight against the slavery of women, with the consequent break up and trial of the criminal network exploiting it, instead of the current situation where those who practice the profession at their own risk are most exposed to legal repression, rather than those who gain from it sitting at home.

1.b ENVIRONMENTAL DAMAGE USING ENERGY EFFICIENCY TO FIGHT GLOBAL WARMING.

(Endorsed by Greenpeace)

Fossil fuels are seen as the main cause for climate change. Our (over) use of them risks irrevocably destroying the fragile balance of the Planet. It is difficult for all of us to "see" global warming; but the impact is increasingly evident, and it is alarming. While waiting for the Energy Revolution of the third millennium, which will involve the use of clean and renewable energetic sources (sun, wind, bio-masses, the sea, clean hydrogen), everybody can already do a lot to stop climate change and cut down on the emissions of climate damaging gases - mostly CO₂ - by investing in "energy efficiency".

Energy efficiency doesn't mean to say no to the comforts of our current lifestyle but reducing the energy consumption of our appliances, buildings and industrial plants, to get the same effect but with less consumption.

Research on European level confirms that it would be possible today to save up to 45% of electric power consumed and to cut one third of CO₂ emissions by replacing all current electrical appliances with more efficient models already available in the market.

Energy efficiency is the first and most important renewable source currently available, because it is the easiest to develop and with the least cost to society. All of us can already do a lot to stop climate change and cut down on our own CO₂ emissions. How? By investing in energy efficiency!

1.c HUMAN RIGHTS VIOLATION TERRORISM CAN'T BE DEFEATED WITH HUMAN RIGHTS VIOLATION.

(Endorsed by Amnesty)

Terrorism cannot be fought with arbitrary arrests, disappearances, trial detentions or torture. The condition to achieve global security is respect for human rights. If the banning of torture and mistreatment is violated, what are the chances of protecting any other human right?

Believing that torture can be justified in some circumstances, means to believe that the aim always justifies the means. This line of argument is very similar to what terrorists often say to justify their attacks.

War on terrorism is the excuse for many governments to continue to practice undisturbed, good old repression. More over, tolerance or indifference against human rights violations is growing when the final aim is cited as fighting terrorism.

The only way to face this situation is to set standards prohibiting any kind of inhuman treatment. We can't defend what we support by subverting our moral values. And we can't fight terrorism using state terror.

1.d UNDERDEVELOPMENT CONDOMS AS THE FIRST TOOL TO FIGHT AIDS IN AFRICA.

(Endorsed by Amref)

The level of AIDS infection in Africa has reached even more alarming proportions: every hour five people in Africa contract HIV.

Those who fight against AIDS know that this means being active on many fronts: filling the gap that separates marginalised people in society from proper health care; facilitating a global change in prevention and cure strategies for HIV; fighting the prejudice hitting men and especially women infected by AIDS; promoting health education and knowledge of all aspects of the disease: the infection, the physical consequences and transmission of the virus.

However, to be really effective, to eliminate other ways of virus transmission and induce real changes in behavior, the prevention programs must be calculated specifically on the social and cultural context where they are applied, not global standards which are to be applied everywhere.

Condoms remain until now the most effective way to

reduce HIV and other sexually transmitted diseases, but they aren't, and can't be, the only solution to the HIV problem in Africa.

"Until the day that people will be involved in the creation of their own health systems, we'll keep drying the floor while the tap is still dripping."
Miriam Were

1.e WAR HEALTH RIGHTS, FOR A HIGH QUALITY MEDICAL ASSISTANCE IN WAR ZONES.

(Endorsed by Emergency.)

In war zones it is most important to ensure high quality medical assistance with a high grade of management and co-ordination.

Humanitarian actions, in fact, can not stop at short-term needs. In war zones it is necessary to have permanent structures, organized and trained local personnel and reactivate health systems as much as possible, thus making possible self-sustainment for the people involved.

This means promoting a culture of health rights, that has a long term aim of being indispensable in war afflicted countries, so that they can rise again after the conflict has ceased and civilians can go back to their lives as is their right.

Other than hospitals, we should build a new way to live together, remembering that: "All human beings are born free and have equal dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood." (Article 1 of the Universal Declaration of Human Rights, proclaimed by UN on December 10th 1948).

2. Eligibility

The contest is open to everyone except members of the Good 50x70 board and their families, that are prohibited from entering the contest. Individuals connected to the jurors by any kind of relationship are also ineligible.

3. Jury

3.a Members

Timo Berry (Finland)
Yossi Lemel (Israel)
Alain Le Quernec (France)
Luba Lukova (USA)
Chaz Maviyane-Davies (Zimbabwe)
Armando Milani (Italy)
Woody Pirtle (USA)
Fukuda Shigeo (Japan)
Massimo Vignelli (Italy)
Lourdes Zolezzi (Mexico)

3.b Independent moderator

Bzaa.net is appointed as a moderator to act amongst the organisers, the jury and the entrants. Bzaa.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. Time and Subject

4.a Time

The contest is open for entries from March the 10th, 2007. The entries close on midnight May the 10th, 2007 (CET time).

4.b Subject

The contest requires participants to submit a solution to one or more of the five briefs proposed by the endorsing charities.

The creatives are not allowed to send more than one subject/ campaign proposal per brief, although they can submit one entry to each of the briefs. All the entries must be 50x70cm vertical posters sent digitally through the website form as 2953x4134 150DPI .JPG files not larger than 4mb.

4.c Selection

Any valid entry from an eligible participant will be submitted to the jury for selection.

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 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 May the 10th, 2007 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 discretion of the jury.

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 these 30 finalists in each category, 10 will receive the title of "Good 50x70". Finally, one poster chosen from across all the categories will be selected as the Grand Winner of the contest.

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 AIAP, BEDA and ICOGRADA 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.

For more information please e-mail us at:

info@good50x70.org

or visit our website:

www.good50x70.org

This project is endorsed by

Design associations:

icograda
IDA

BEDA



Charities:



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