

Good'08

50x70

Call for Entries.

If you ask most people, they'll say that advertising, and the communications industry as a whole, sells people things they don't need and can't afford. It might be occasionally entertaining, but by and large it's fundamentally wrong and unnecessary.

As we work in it, we'd prefer to focus on the positive side.

The communications industry is also the best in the world at grabbing people's attention and getting them to act on what we say.

The aim of Good 50x70 is to use these skills to highlight more important things than beer and trainers.

It's a competition to raise awareness amongst the creative community of the power we have to be a force for good.

There are 7 briefs from 7 charities on 7 issues that affect thousands of people around the world.

All you have to do is pick a topic that inspires you and submit a poster on that theme. 210 posters (30 from each brief) will be selected by our jury of leading designers and exhibited around the world and published in a catalogue, but more importantly they'll be presented to the charities for their use as a potential campaign.

Even if you create communication tools every day, this time your poster might really have a positive impact on thousands of lives.

It's time for our industry to give us something back.

You can see the briefs in the next pages. Good luck, and thank you.

BRIEFS

Child mortality

Global warming

Human rights violation

Hunting

Sexually Transmitted Diseases

War victims

Water scarcity

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.

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.

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?

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.

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.

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.

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.

Selected Entries

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.

Eligibility

The contest is open to everyone who's willing to confront and break the stereotypes of social communication and deliver a truthful and meaningful message via the medium of a poster. No registration fee is required.

Artwork

Send us a 50x70cm poster design.

You can send your artwork digitally through the website form that will be available on good50x70.org from March the 15th, 2008.

Apart from your artwork, your entry must include a black and white picture of you and a brief written statement on either:

- a) an explanation of the concept behind the poster,
- b) a description of your thoughts or feelings about social communication. This could be a quotation or anything that inspired you to produce the poster.

Deadline

The contest is open for entries from February the 18th, 2008. The entries close on midnight April the 20th, 2008 (CET time).

Exhibition

At the end of the contest an exhibition will present a selection of the best submitted posters, the catalogue of entries and the project history. An image bank of all the submitted posters will be built for the endorsing charities usage.

The complete Conditions and Rules are available in English for download at: good50x70.org

Endorsements

AGI
ICOGRADA
BEDA
ADI (Italian Industrial Design Association)
AIAP (Italian Visual Communication
Design Association)

Charities

Amnesty
Amref (African Medical & Research Foundation)
Emergency
Greenpeace
Lila (Italian League against AIDS)
Unicef
WWF

Jury

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)

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

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Charities:



GREENPEACE



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