INTERNATIONAL EXHIBITION OF GRAPHIC DESIGN AND VISUAL COMMUNICATION ZGRAF 11

15/03–05/04/12

ZGRAF 11
International exhibition of graphic design
and visual communications
THIS USED TO BE THE FUTURE
March 15 – April 5, 2012
Zagreb

ZGRAF

The international triennial exhibition of graphic design and visual communications Zgraf is envisaged as an instrument for affirming design and the designer's profession. The international character of the manifestation attempts to evaluate the work of local design and the activities of local designers within the current international framework.

THIS USED TO BE THE FUTURE

Zgraf 11 aims to discuss the relationship between design and social and political modernization in the post-industrial era. It wants to affirm the idea of design that is closer to social development than to mere economic growth. We would like to raise once again the questions of the nature and significance of design as a contemporary profession. In what ways can we stand up to the underappreciated notions of design and its practices in times of deep structural crises of the global post-industrial society? What are the possibilities of critical design practices today? What is the role and the potential of education for designers and education through design?

ORGANISER Ulupuh – Croatian Association of Artists of Applied Arts, ICOGRADA member
SUPPORTED BY: ICOGRADA, Ministry of Culture of the Republic of Croatia, City of Zagreb – City Office for Education, Culture and Sports
PARTNERS Croatian Association of Visual Artists; Museum of Contemporary Art, Zagreb; Department of Visual Communications Design, Arts Academy, University of Split; School of Design, Faculty of Architecture, University of Zagreb; Croatian Designers Society; Centre for Design, Croatian Chamber of Economy
CALL FOR SUBMISSIONS November 15, 2011 – January 31, 2012
EXHIBITION OPENING March 15, 2012
EXHIBITION DURATION March 15 – April 5, 2012
VENUE Home of the Croatian Association of Visual Artists, ULUPUH

GUEST THEORETICIAN Dejan Kršić
EXECUTIVE DIRECTOR Egle Vošten
SECRETARY Maja Gujinović
PR AND MARKETING Jelena Ostojić
EDU ZGRAF PROGRAMME Ivana Meštrov i Mihaela Richter
VISUAL IDENTITY ZGRAF 11 Damir Bralić
TYPOGRAPHY Nikola Đurek (Delvard Gradient, Typonine, 2011.)
EXECUTIVE COMMITTEE Mario Aničić, Ivan Klisurić, Ana Kunej, Sanja Rocco, Zlatka Salopek, Igor Stanišljević, Goran Martin Štimac
ADVISORY BOARD Ivana Bakal, Igor Čaljkušić, Nikola Đurek, Luka Mjeda, Ira Payer, Kristina Bonjeković Stojković
SELECTION COMMITTEE Lena Pislak Balant, Slovenija; Dejan Kršić, Hrvatska; Ana Kunej, Hrvatska; Igor Stanišljević, Hrvatska; Borut Vild, Srbija
INTERNATIONAL JURY Barbara deWilde, SAD; Boris Ljubičić, Hrvatska; Rick Poynor, Ujedinjeno Kraljevstvo; Huda Smitshuijzen AbiFares, Libanon; Niklaus Troxler, Švicarska
JURY MEMBERS OF THE CROATIAN SECTION OF AICA – HRVATSKA Frano Dulibić, Sandra Križić Roban, Ružica Šimunović

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ZGRAF 11 PROGRAMME INCLUDES FOLLOWING EVENTS:

THE EXHIBITION IS MADE UP OF TWO MAIN PARTS:

A) REVIEW – the regular international exhibition of selected works in the field of graphic design and visual communications

B) THEME – international selected exhibition presenting works designed to a specific exhibition theme – THIS USED TO BE THE FUTURE

EDUZGRAF

EduZgraf is an accompanying educational programme and a creative platform made up of professional workshops, lectures, and open competitions for local and international students of design and visual communications as well as for professional young designers at the beginning of their careers.

ZGRAF 10 GRAND PRIX WINNER'S EXHIBITION

The Zgraf 10 Grand Prix winner was the Swiss designer Niklaus Troxler and part of the Zgraf 11 programme will be a retrospective exhibition of his works from 1970s until today.

ZGRAF PUBLIC

Zgraf Public comprises a series of lectures of the international jurors and other professionals in the field of graphic design and visual communications, as well as accompanying exhibitions.

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CALL FOR SUBMISSIONS

The Croatian Association of Artists of Applied Arts announces a call for submissions for the international exhibition of graphic design and visual communications Zgraf 11 – held in Zagreb from March 15 – April 5, 2012. Selected works will be exhibited at the exhibition and featured in the exhibition catalogue.

SUBMISSION GUIDELINES

The international triennial exhibition of graphic design and visual communications Zgraf is made up of two main parts. The first is a review exhibition of selected works in the field of graphic design and visual communications, and the second is a thematic exhibition presenting selected works designed to a specific exhibition theme.
Submission deadline for both parts is January 31, 2012.

A) REVIEW

The review exhibition is a regular international exhibition of selected works in the field of graphic design and visual communications realised in the period from March 1, 2008 to January 31, 2012.
Works may be submitted by authors or groups of authors exclusively. All authors or groups of authors may submit at most five works. Groups of authors are design teams, design studios or agencies. Authors working in a group may submit five works separately in case they were produced independently from the group and are not signed as group work. If the author submits more than five works the person accepting the work must inform the author and ask him to reduce the number of submitted works to five. In case the author does not comply the moderator reserves the right to randomly reduce the excess number of works.
Works are submitted online through the online entry form in following categories:

1. VISUAL IDENTITY

Letterheads, logos, letterhead/logos, basic means of communication (stationery, envelope, and business card), systematic visual identity presentation (more than 3 applications)

2. PRINTED PROMOTIONAL/COMMUNICATION MATERIALS

Posters/flyers, annual reports, brochures, calendars, promotional materials (minimum 3 different integral promo materials), securities (banknotes, stamps bonds, shares etc.). Works may be submitted as single entries or as series.

3. PUBLISHING

Books (as a whole or covers/spreads), editorials (magazines and newspapers, covers/spreads). Works may be submitted as single entries or as series.

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4. PACKAGING
   Consumer goods, CDs, etc. Works may be submitted as single entries or as series.
5. SIGNAGE
   All types of interior or exterior signage. Works may be submitted as single entries or as series.
6. ADVERTISING
   Prints (newspapers, reviews), posters (POS, city-lights, mega boards, billboards), television and Internet ads. Works may be submitted as single entries or as series (for various ads for a specific media). Ads covering minimum 3 different media may be submitted as integral campaigns.
7. SPECIFIC SECTIONS OF VISUAL COMMUNICATIONS – INDEPENDENTLY
   Illustration, photography, typography. Works may be submitted as single entries or as series.
8. DESIGN FOR FILM AND ELECTRONIC MEDIA
   TV graphics, TV and Internet trailers, web pages, interactive presentations. Works may be submitted as single entries or as series.

B) THEME

The international thematic exhibition 'This used to be the future' will present already realised works or works designed specifically for this exhibition. The works may be realised in any medium as long as they communicate the exhibition theme.
The exhibition theme is not offered as a sentence or a question, but as a crossword of notions whose different combinations may present possible starting points for investigating solutions for the new social utopia:

SOCIAL
MODERN
COMMON
WELFARE
OPEN
FOR EVERYBODY
RESPONSIBILITY
SELF-INITIATED
POTENTIAL/S

The textual explanation of the theme is available at www.zgraf.hr

Note: The organiser reserves the right to publish and use submitted work for Zgraf publications and promotional materials.

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HOW TO REGISTER?

All works are submitted through the online entry form at www.zgraf.hr.
Submission deadline is midnight January 31, 2012.

GUIDELINES FOR UPLOADING SUBMISSIONS

CATEGORY A / 1–7

Uploaded documents should be in .jpg format, CMYK, resolution 300 dpi, A4 size and named as follows: submission_name_submission number.jpg (e.g. poster_1.jpg). The submitted documents should be accompanied by a payment confirmation named submission_name_confirmation.jpg (e.g. poster_confirmation.jpg). A textual description of the work (max 1000 characters) in .rtf format may be added. All documents should be compressed in .zip format, named as follows: submission_name.zip (e.g. poster.zip) and uploaded through the online entry form.

CATEGORY A / 8

Uploaded documents should comprise 3 images of the submitted work (author's choice) in .jpg format, CMYK, resolution 300 dpi, A4 size and named as follows: submission_name_ image number.jpg (e.g. advertisment_2.jpg). In the online entry form a link should be provided to the work hosted on a server elsewhere (e.g. http://vimeo.com). The submitted images and URL link should be accompanied by a payment confirmation named submission_name_confirmation.jpg (e.g. advertismnet_confirmation.jpg). A textual description of the work (max 1000 characters) in .rtf format may be added.
All documents should be compressed in .zip format, named as follows: submission_name.zip (e.g. poster.zip) and uploaded through the online entry form.

CATEGORY B / THIS USED TO BE THE FUTURE

Uploaded documents should be in .jpg format, CMYK, resolution 300 dpi, A4 size and named as follows: submission_name_submission number.jpg (e.g. future_4.jpg). The submitted documents should be accompanied by a payment confirmation named submission_name_confirmation.jpg (e.g. future_confirmation.jpg). A textual description of the work (max 1000 characters) in .rtf format may be added. All documents should be compressed in .zip format, named as follows: submission_name.zip (e.g. future.zip) and uploaded through the online entry form.

SUBMISSION FEES

Single Entries €50 per submission
Small series (up to 3 pieces in each submission) €80
Big series (more than 3 pieces in each submission) €110
Payments shall be made to the ULUPUH account:
Bank name: ZAGREBAČKA BANKA d.d.
Bank address: Paromlinska 2, Zagreb, Croatia
IBAN: HR6823600001101552195
SWIFT code: ZABAHR2X
Registration is valid upon payment of the submission fee.
The submission fee is non refundable.

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SELECTION OF SUBMITTED WORKS

Submitted works shall be selected by the following Selection Committee members:
Lena Pislak Balant, Slovenia; Dejan Kršić, Croatia; Ana Kunej, Croatia; Igor Stanišljević, Croatia; Borut Vild, Serbia.
The authors shall be notified on the outcome of the selection process by email no later than February 10, 2012.
The selected authors and their works shall be listed on the Zgraf web page www.zgraf.hr no later than February 10, 2012.

SENDING SELECTED WORKS

Selected works eligible for Zgraf awards should be sent to the following address no later than February 25, 2012:
ULUPUH / ZGRAF 11, Preradovićeva 44, HR–10000 Zagreb
All packages should be specified as follows:
COMPETITION WORK/NO COMMERCIAL VALUE/ FREE DOMICILE
.

GUIDELINES FOR SENDING SELECTED WORKS

CATEGORY A / 1–7

Selected works smaller than B1 format should be sent in original form. Works bigger than B1 format should be sent as reproductions (digital print), proof quality up to B1 format and not smaller than A3.

CATEGORY A / 8

Works for film and television should be sent on DVDs in MP4 format. Multimedia applications and presentations should be sent in their original form on DVD. Web pages or their parts (banners) should be sent on DVDs.
The organiser shall not cover transport and insurance costs. Selected works should be sent in one copy and are in permanent ownership of Zgraf Archives.

AWARDS

All selected works compete for the Zgraf Awards.
Awarded works shall be selected by the following International Jury members:
Barbara deWilde, SAD, Boris Ljubičić, Croatia, Rick Poynor, United Kingdom, Huda Smitshuijzen AbiFares, Lebanon, Niklaus Troxler, Switzerland

ZGRAF AWARDS:

ZGRAF GRAND PRIX – awarded by the International Jury;
ZGRAF 1 – awarded by the International Jury;
ZGRAF 2 – awarded by the International Jury;
ZGRAF WELCOME – for young designers under 26 years, awarded by the International Jury;
ZGRAF EXCELLENCE – special award for a group of exhibitors out of competition awarded by a jury composed of members of the Selection Committee

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ICOGRADA EXCELLENCE AWARD – awarded to a particular work or a series of works and may be awarded to individual authors or a group of authors for outstanding accomplishments. Zgraf has the right to award this particular award as the manifestation is under the auspices of ICOGRADA. The International Jury awards the award;

AICA AWARD – awarded by a jury comprised of members of the Croatian section of AICA.

10 HONOURABLE MENTIONS – awarded by the International Jury

The awards shall be announced at the exhibition opening on March 15, 2012 as well as on the official web pages of Zgraf 11 www.zgraf.hr.

The Jury, at its discretion, may withhold the awards or prizes, where it is their opinion that the submissions do not meet the standard for recognition.

The organiser is committed to inform the ICOGRADA Executive Committee, international professional journals and the public on the awarded prizes.

CATALOGUE

The organiser shall publish a catalogue of selected works in Croatian and English. Each work shall be presented with at least one reproduction. The author is entitled to one copy of the catalogue free of charge. Author's copies shall be available at the venue from March 15 to April 5, 2012.

AUTHOR

The author agrees to the terms and conditions of this Call for submissions, and shall be held morally and materially liable for the accuracy of the data provided.

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