



Communiqué de presse - 25 juillet 2018

A planet for tomorrow

Graphic design engaged for major human rights causes and the transmission of know-how are the main principles of our various activities, including our main project, poster for tomorrow, which chooses a different universal and fundamental theme each year.

The 2018 edition of our poster competition addresses a topic that affects us all: the environment!

When scientists in the 1970s found that chemicals used in common household products were contributing to the depletion of the ozone layer, the world acted to prevent further damage. Every country from Afghanistan to Zimbabwe signed a treaty to ban the production of ozone-depleting chemicals. Thanks to this treaty (The Montreal Protocol) being signed, the ozone layer is expected to return to normal levels by 2050.

As much as a solution to the hole in the ozone layer, what the Montreal Protocol offers us is hope: we came together as a planet once to successfully combat global warming.

100 posters exhibition- 50 days!

The 100 best posters exhibition will take place at la Halle Pajol - Paris 18th. We will be happy to receive the greatest number of visitors during the 50 days of the exhibition. Our parisian opening will be on Thursday, September 13th, and we will celebrate World Ozone Layer Day on Sunday, September 16th.

Worldwide opening in many cities around the world

We are very pleased to announce that the 100 best posters will be unveiled on Thursday, September 13, 2018 in Paris as well as in more than fifty cities around the world. Please refer to the list of cities participating in this creative, human, social and environmental adventure on our website - Events section.

Catalogue

For the 10th consecutive year, this year also, the 100 best posters of the 2018 edition will be published in an original catalog that will be released on the opening day. A pre-order page will be available soon on our website.

Paris Design Week | 06-15 September 2018

Our exhibition A Planet for Tomorrow integrates the Paris Design Week program, which offers an itinerary housing more than 200 places to discover: showrooms, boutiques, galleries, workshops, exhibitions and institutions.

Day for Tomorrow

Our "Day for Tomorrow 2018" is going to be September 16, International Day for the Preservation of the Ozone Layer and the anniversary of the signature (in 1987) of the revolutionary Montreal Protocol.

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