



January 20th. 2018

2018: A planet for tomorrow

2018 marks the 10th and final edition of poster of tomorrow in its current form.

Since 2009 we have reached – and surpassed – many of our initial goals. We have established a large community of designers who are now actively involved in social design. We have hosted debates and workshops in schools and universities all around the world and received tens of thousands of posters for our competitions.

But perhaps the greatest sign of how far not poster for tomorrow, but the human rights movement, has come in the last ten years is the popularity of December 10th, International Human Rights Day. When we chose this day to launch our annual exhibitions on this day, it was to mark an important day that we felt was given too little attention by the international community. Now it celebrated by more and more people every year as an important date on the calendar, a status we are happy to have contributed to in a little way.

However, with all the success enjoyed by poster for tomorrow, we have noticed that most attention goes towards the annual poster contest, rather than the human rights issues at the heart of our movement. We are, of course, happy and proud that thousands of people are proud to be associated with a human rights graphic design contest, but we want to put the focus on human rights again, not the contest. Furthermore, the world is changing and we want to be part of that change.

Therefore 2018 is the final edition of poster of tomorrow in its current form.

We are currently working on how we can evolve and emerge in 2019 with different tools to draw more attention to human rights that are ever more at risk. Events around the world show that debate and dialogue are vital if we are to live in a world in which we are all truly equal. Our goal for 2019 and beyond is to drive this dialogue wherever and however we can.

But first, 2018. To celebrate the last nine years and look towards to the future, we have chosen to make this year's theme one that affects all our futures: the environment. To quote President Macron, we want to make our planet great again.

Therefore the theme for 2018 is 'A Planet for Tomorrow'. The brief will be released together with the Call for Entries on February 20. As you might have noticed, that's a change from our regular schedule, as is the date of the live jury, and the date of the premiere exhibition, which now falls on Sunday 16 September - International Day for the Preservation of the Ozone Layer.

No less significantly, we have reduced the amount of entries per person from 9 to 3. This underlines our commitment to the issues at the heart of the contest, rather than chasing a higher number of entries for the contest.

Here are all the dates you need to know for this year's edition of poster for tomorrow.

Important Dates

February 20th	Brief Released / Competition Opens
May 10th	Deadline for Entries
May 20	Online Jury
June 25th	Live Jury
September 16th	World wide Exhibition: International Day for the Preservation of the Ozone Layer

Contact

4tomorrow association
16 Esplanade Nathalie Sarraute - 75018 PARIS
T. +33 14205 8887

info@posterfortomorrow.org | www.posterfortomorrow.org | facebook.com/posterfortomorrow | [Twitter @poster4tomorrow](https://twitter.com/poster4tomorrow)