



A Home for Everyone

Competition regulations

Introduction

“A Home for Everyone” is the 5th annual design competition organised by *4tomorrow*. The competition is part of the *poster for tomorrow* project. It aims to promote (graphic) design as a tool for social change.

poster for tomorrow requires participants to produce original designs that will be included in an indexed, searchable database for charities to use for free.

poster for tomorrow rewards the 100 best designs received by including them in an exhibition that will be held in a series of cities around the world on 10th December 2013, as part of the 3rd annual edition of an event called “*a day for tomorrow*”, that celebrates the anniversary of the Declaration of Human Rights.

Ten designs will be made part of prestigious graphic design collections in numerous design museums worldwide.

Regulations

1. Jury

The competition is judged in two phases by a pre-selection committee and an international jury. *4tomorrow* commits to change at least 50% of the jury members each year the competition is held.

1.A) Pre-selection committee

The pre-selection committee is composed of an international group of no more than 100 members of the design, media and advertising industries as well as charities and educational institutions.

To see a full listing of the pre-selection committee members, please check our website.

1.B) Jury panel

The jury is composed by a international panel of 12 recognised professional designers:

Antoine Abi-aad, Lebanon	Anette Lenz, France
Noma Bar, Israel	Rico Lins, Brasil
Michel Bouvet, France	Lena Sando, France
Marisa Gallen, Spain	Teresa Sdravovich, Belgium
Ayse Karamustafa, Turkey	Annik Troxler, Switzerland
Alain le Quernec, France	Agnieszka Ziemiszewska, Poland

The jury chairperson is Alain Le Quernec and moderated by Michel Olivier.

1.C) Duties of the jurors and pre-selection committee members

The pre-selection committee members commit to review all the designs submitted by the participants in an online environment.

The jury members will attend the official meeting of the panel in Paris.

The jury chairperson will prepare a written report of the voting results.

No jury member nor any member of their immediate family, firm, or design teams (designers that collaborate with them on a regular basis) may compete in the contest.

1.D) Entry selection process

The pre-selection committee members will examine all the design submitted by the entrants in an online environment, determine whether they meet admission requirements and exclude those that do not.

This selection will shortlist at least 300, maximum 400 designs, but never more than 15% of the entries received.

The jury members will examine the shortlisted designs in an official face-to-face meeting. They will determine the 100 designs that will make up the “*A Home for Everyone*” exhibition and book. They will also point the 10 most meritorious designs, to be collected in numerous design museums worldwide.

1.E) Independent moderator

4tomorrow and its staff will act as an independent moderator amongst the jury and the entrants. *4tomorrow* will be responsible for:

- receiving all submission;
- receiving written questions from the participants within the competition deadline;
- passing the written questions received, without disclosing any names, to the jury chairperson or to a juror appointed by the jury chairperson for answering questions;
- sending all the questions and the jury’s corresponding answers to all entrants within the competition deadline;
- closing the submissions entry online system by the competition deadline;
- compiling a register of all participants and their submissions;
- making the submissions available for voting operations to the pre-selection committee and to the jury.

4tomorrow and its staff may not act as jurors, nor in the jury panel, neither in the pre-selection committee. Furthermore, *4tomorrow* and its staff may not take part in the jury’s work in any way.

Submissions will be handled by the organiser directly through an automated online system that prevents the disclosure of participants’ identity at all times. *4tomorrow* is responsible for deciding how to act regarding technical failures on the submission system that might cause delays in the submission or loss of the entries and will decide whether to include the entries involved in the system failure or not at its own discretion.

To get in contact with *4tomorrow*, please see contact information available at www.posterfortomorrow.org

2. Time frame

The call for entries opens on March the 10th, 2013.

From that date it will be possible to submit entries through poster for tomorrow’s website.

The closing time for submissions is on 10 July 2013 at 12:00 PM (noon pacific daylight time).

3. The brief

A Home for Everyone ***A place to live, not to sleep.***

'Home' means something different to all of us. The place where we grew up, the place where we live at the moment, the place we come to relax or entertain our friends after work.

But for far too many people home remains a distant dream, a place to aspire to, as they try to eke out an existence in sub-standard accommodation or sleep rough on the streets because they have nowhere else to go. It doesn't have to be this way.

The United Nations has enshrined **the right of every man, woman and child to a place to live**. Not somewhere to shelter from the elements, but a place to live in safety, security and 'in peace and dignity'.

This is what poster for tomorrow is campaigning for in 2013: the universal right to housing. It's a huge issue, which is why we're going to be approaching it slightly differently this year. There'll be one central brief as usual, but every month from February until June we'll release a new brief addressing a different aspect of the issue: causes, facts, consequences and solutions. But for now we'd like to invite you to concentrate on one thing: the right to housing.

Message:

We all deserve a home.

Insight:

A home is the start of a better future

We'd like you to think about what a home represents – how it's more than just four walls and a roof. What it represents to the millions of people living in slums, temporary accommodation or on the street is a future. A chance to break the cycle of homelessness, escape poverty, become a full member of society and live a 'normal' life free from the worries of where you're going to sleep or what dangers you'll face while sleeping rough.

The reasons why someone is homeless or living in sub-standard accommodation are endless – poverty, bad luck, addiction, mental illness, eviction, a lack of affordable housing, relationship problems, domestic violence – but be they personal or societal, **there's one solution. A home.**

In 2013, with more people living in cities than ever before and the current economic crisis showing no signs of abating, it's an issue that needs addressing more than ever. It remains an issue hard to define, harder to tackle and hard to address.

It doesn't matter why people are homeless, what matters is that they have **the right to a home and the chance it represents to build a new life.**

4. Entries

4.A Entry specifications

An entry to the competition consists of a portrait format poster addressing the proposed creative brief. Posters may be designed by a single author or by a team.

Designs submitted to the contest must be **original** artworks that are previously **unpublished**. The designs must consist entirely of the authors' own work and **must not include any copyrighted material**. Participants may submit up to 10 **different** posters.

Designs **must be presented in vertical format**. Landscape (horizontal) format entries will not be considered valid for the competition.

Designs **must not contain any logos**, from *4tomorrow*, *poster for tomorrow* or any of our partner charities or institutions.

Designs shall be **anonymous** during the judging process, therefore they **must not be signed** by the author or bear any other distinguishing marks.

4.B Technical requirements

To enter, participants are asked to register to poster for tomorrow's website and submit their entries through the website form.

Entries must be submitted as JPG files of 2953x4134 pixels at a resolution of 150DPI, (corresponding to 50x70 cm in printed size) saved in RGB colour space.

4.C Entry validity

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements as specified in articles **4.A** and **4.B**

Entries that are not relevant to the brief, or do not match the requirements as specified in articles **4.A** and **4.B**, might be excluded from the competition at the discretion of the jury.

4.D Exceptions to entry validity

Designs received after 10 July 2013 at 12:00 PM (noon pacific daylight time) will be ineligible for the competition.

If the submission has been delayed by a technical failure on poster for tomorrow's website, the independent moderator will decide whether to accept or not the entry at its own discretion.

5. Awards

poster for tomorrow will not award any monetary prizes.

poster for tomorrow will reward the best 100 designs (as selected by the jury) by including them in the "A Home for Everyone" exhibition, as part of an event called "a day for tomorrow", that will be held in a series of cities around the world on 10th December 2013 to celebrate the anniversary of the Declaration of Human Rights.

A book about the exhibition will be published. The selected participants are entitled to a copy of the book free of charge, but are asked to cover the postage costs at their own expense.

Any number of special recognitions may be awarded by our sponsors and supporters. No member of the jury or member of the pre-selection committee, nor any member of their immediate family or firm, may be awarded any of these recognitions.

Ten designs, as chosen by the jury, will become part of the permanent collection of these prestigious design museums:

Canadian Museum for Human Rights, Canada

Center for the Study of Political Graphics, US

Dansk Plakatmuseum, Denmark

Design Museum Gent, Belgium

Graphic Design Museum, The Netherlands

Lahti Poster Museum, Finland

Les Arts Decoratifs, France

Museum für Gestaltung, Switzerland

Wilanow Poster Museum, Poland

Victoria and Albert Museum, England

6. Copyright

By submitting an entry, participants automatically agree to publish their designs through a Creative Commons Attribution-Share Alike 3.0 license.

The legal details of this license are available at [Creative Commons website](https://creativecommons.org/licenses/by-sa/3.0/).

Designers retain full ownership of their entry. Participants grant *4tomorrow* an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide license to use, copy, exhibit, publicly display and distribute their submitted entry in any form and for any activity connected to the *poster for tomorrow* project and its related activities. These might include, but are not limited to, culture and arts promotion activities, social activism campaigning, educational material, fundraising campaigns.

Uses of the entered designs outside the *poster for tomorrow* project and its related activities must be approved by its author in written form, and can be subject to a fee or a royalty, as agreed with the designer.

Designers are guaranteed the right to be credited every time their entry is published or displayed.

NOTE

- These regulations may change. Please be sure to download the latest version from our website.