

A HOME FOR EVERYONE
A PLACE TO LIVE NOT TO SLEEP



A HOME IS THE START
OF A BETTER FUTURE



WE ALL DESERVE A HOME



A HOME IS THE START

poster for tomorrow 2013 creative 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.**

Competition Calendar:

10 March	Call for entries open
10 July	Call for entries close
20 July	Online jury works open
10 September	Online jury works close
10 October	Jury works in Paris
10 December	Worldwide exhibitions open

GOT A QUESTION? PLEASE GET IN TOUCH!

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