



poster for tomorrow

PRESS RELEASE – 18TH OF NOVEMBER 2015

“Right to healthcare“

50 days of exhibition - 100 posters at the Halle Pajol – Paris exhibition
Exhibition Premiere on the 10th of December at the Boutique for tomorrow

Following the tragic terrorist attacks in Paris, poster for tomorrow is more than ever convinced that culture will remain our best mean to help the young generation against the darkness. That’s why we are determined to continue our actions and make a contribution to this cause!

Exhibition Premiere on the 10th of December at the Boutique for tomorrow

Following the tragic terrorist attacks in Paris, poster for tomorrow is more than ever convinced that culture will remain our best weapon to help the young generation against the darkness. That’s why we are determined to continue our actions and make a contribution to this cause!

Right to healthcare

Every year 4Tomorrow chooses a basic human right to address. In 2015 it is the universal right to healthcare. Graphic designers from around the world were invited to make posters on this theme – this year the contest received 4980 posters from more than a hundred countries, once again setting a new record.

People don’t have access to the treatment that could save their life even in the world’s wealthiest countries, for financial or logistical reasons. Poster for tomorrow wants to draw attention on this right as it is enshrined in Article 25 of the Declaration of Human Rights. Artists focused on three specific ideas: universal access to healthcare, eradication of immunizable diseases, and access to drinking water.

Right to Healthcare Exhibition: 100 posters, 50 days!

The exhibition of the 100 best posters will take place at the Halle Pajol, in the gallery space of the boutique for tomorrow, Paris. The place was recently extended and we will be happy to receive many more visitors during the 50 days that the exhibition will last, enabling us to engage with the general public with the fight for human rights.

Every year we receive more entries to the competition and host more exhibitions, workshops and conferences. The current figures on the poster for tomorrow charts are 22470 posters, more than 800 exhibitions and more than 25000 users from 5 continents

Avant Premier in Madrid

We are glad to announce that the 100 best posters will be disclosed during the avant premier exhibition opening on the 23rd of December at the Ibero-american Design Biennial in Madrid, organized by Diseño Madrid Foundation and Association of Designers of Madrid and [DIMAD].

This unique exhibition will stay open for 50 days, during which thousands of visitors will have the opportunity to see the posters. The 6th BID Meeting of Ibero-american Design Training centers, is an Educational and Design platform to bring reflection, innovation and changes to the academic training system.

Catalogue

This year and for the 7th year in a row, the best 100 posters will be published in a catalogue in 3 languages that will be launched at the premiere. Designed in a playful and original way, it contains a foreword by Zsuzsanna Jakab, regional director of WHO for Europe. A pre-order page will soon be announced on our website.

Day for Tomorrow

10 December 2015, will be the 5th “Day for Tomorrow”. That day, International Human Rights Day, will see the launch of “Open up” exhibitions around the world.

Contact : Setareh Farsi, setareh@posterfortomorrow.org
T +331 42 05 88 87 M +336 08 75 34 48 <http://www.posterfortomorrow.org>

