



poster for tomorrow 2014 call for entries now open.

Call for Entries Now Open

We are pleased to announce that this year's call for entries, "Work Right!" is officially open. Now that the brief has been published you have until Thursday the 10th July to enter the contest and submit your poster entries to our website at www.posterfortomorrow.org

It is a great honour for us to enjoy the patronage of the Council of Europe for the sixth year in a row. We are glad that the French Ministry of Work and French Ministry of Culture also agreed to join our patrons and offered their financial support to make this year's program possible.

The full brief is included on the next page of this document and is available for download in a number of languages at this URL:

<http://www.posterfortomorrow.org/en/projects/work-right-competition/work-right-downloads>

More Information to Follow

As the Right to Work is such a wide-ranging topic, we will be releasing more information to inspire you throughout the course of the contest.

In order to do this, we set up a collaboration with Geneva-based International Labour Organisation, a United Nations' agency and Nobel Peace Prize recipient. This organisation has been active since 1919 and we have it to thank for, amongst other things, the 40 hour working week.

With the support from ILO and its experts, we will be able to provide you with in-depth information related to the right to work and the issues that are faced by workers around the world.

After including a very well received volume of photo reportages in our previous edition catalogue, we decided to team up with photo journalists throughout the year.

We can already announce details of the first two photographers who have kindly agreed to share their work with us: we'll feature a previously unpublished series of pictures about child labour shot in Iran and Afghanistan by Aslon Arfa. The second series is about Chinese immigrant workers, shot by Song Chao.

We're very excited about these pictures and we hope you will find them as inspirational as we do!

In the meantime, you can read the regulations for this year's contest at this link:

<http://www.posterfortomorrow.org/downloads/work-right/callforentries/PfT2014-CfE-Regulations-ENG.pdf>

Jury Panel

Israel Prize Laureate David Tartakover, agreed to be the jury chairman for this year's competition. A celebrated designer in his native country as well as in the rest of the world, Tartakover has a long history of involvement with politics and social causes, dating back to his 1978 "Peace Now!" logo. The jury panel will benefit greatly from his experience and insight.

We would also like to thank Mauro Gatti for the fantastic illustrations he made for us. You can download his Call for Entries poster from here:

<http://www.posterfortomorrow.org/downloads/work-right/callforentries/PfT2014-CfE-Poster-A3.jpeg>

If you'd like to help to get the word out, please print it big and stick it on your classroom or office wall, thank you! Mauro Gatti has been weaving his artistic magic for more than ten years under his own name and through his studio Mutado, and it's an honour to have him as part of the team - doubly so as he's part of the jury too.

But that's not all the exciting jury news we've got this year...

To commemorate the first five editions of the contest - and all the talented designers we've discovered in this time - the majority of the jurors will be poster for tomorrow 'heroes' whose posters have been selected as the best of our previous editions.

You can meet them on this page of our website:

<http://www.posterfortomorrow.org/en/projects/work-right-competition/Jury>

poster for tomorrow 2014 creative brief.

Work Right!

Everybody's right to fair and equal employment.

Work - either doing it or looking for it - is a fact of life. And in 2014, with much of the world still gripped by economic crisis and life expectancy increasing every year, more of us are looking for fewer jobs for more time. Yet this doesn't mean that the increasing demand for work should result in exploitation of workers.

The right to work - and our right to work right - is a huge issue.

It covers everybody with a job in the whole world - whether it's legal or illegal - and that's basically everybody.

It covers people too young to work, people forced into work, people who can't work, people who earn nothing and even people who earn lots of money if they're not paid the right wage for their labour.

All of these people need to know their right to work without exploitation, discrimination or prejudice. And this is what we want you to help us broadcast this year.

Whether it's people dying to build a World Cup in Doha, people working too long for too much money in London, people in Sao Paolo being denied access to work because they're in a wheelchair or people committing suicide in Shenzhen because of their working conditions, people are still suffering at work as much as they were hundreds of years ago.

You can tackle any angle you want - and you know best - whether it's child labour, prostitution, equal pay for women, equal access and employment for disabled people, decent working hours and conditions - whatever injustice inspires you to let people know of their right to work right.

You might have seen it, you might have heard about it or you might even have experienced it. Whatever it is, it's time for change!

Insight: Everybody with a job has the right to a fair wage and decent working conditions.

Message: Fair employment not exploitation!



poster for tomorrow

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Competition Calendar:

10 March	Brief released. 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	Competition results published. Worldwide exhibitions open.

Questions? Please get in touch with us.

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