



Specifications

Call for proposals “Cities of the World”

Festival of Graphic Design

SPECIFICATIONS: CALL FOR PROPOSALS “CITIES OF THE WORLD”

To the attention of Alliances Françaises and Solicited Graphic Designers and Artists

THE FESTIVAL OF GRAPHIC DESIGN

An Artevia initiative and production, developed by the Association for the Development, Advancement and Outreach of Graphic Design.

CITIES OF THE WORLD

A call for graphic creation to nearly 800 Alliances spread across 138 countries. The project, unprecedented, is developed in coproduction by the Alliance Française Foundation and the Association for the Development, Advancement and Outreach of Graphic Design (ADPRG) for its Second Edition of the 2015 Festival of Graphic Design.

INTRODUCTION

The Festival of Graphic Design

The Festival of Graphic Design, launched by Artevia, is a project entirely dedicated to the promotion of graphic design in all forms and shapes, developed by the Association for the Development, Advancement and Outreach of Graphic Arts (ADPRG).

Building on its 2104 success, the Festival of Graphic Design will inaugurate its Second Edition in Paris (France) in 2015, between mid-January and mid-March.

The Alliance Française Foundation

Established in July 2007, the Alliance Française Foundation is recognized as a public service. The Foundation’s mission is to coordinate the global network of Alliances, providing expertise, advice and support for specific projects.

Not only giving pride of place to the French and French-speaking cultures, but also to the culture of the many countries hosting Alliances, the Foundation takes action in favor of a cultural diversity and a globalization that is more respectful of the differences, more united and more humane.

The Call for Project “Cities of the World” by Alliance Française Foundation and ADPRG

The project is a commission given by Alliance Française Foundation to nearly 800 Alliances in 138 countries worldwide. Each Alliance, locally, is invited to solicit graphic artists or students in graphic design (**a local artist who is not of a different nationality**) to conceive and to bring to life a creation of their own that celebrates their city.



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Aesthetic and political gamble, this original initiative will gather together all creations that will be sent in by different Alliances Françaises and will be the subject of a major exhibition in Paris, in the form of hard copy posters or flags that will be showcased in one of the venues partnering with the Festival of Graphic Design, either in Paris or its metropolitan area.

The result will be printed “*by the book*” by the Festival of Graphic Design’s partners.

Purpose of the Commission: To conceive and to bring to life an original graphic creation whose theme is the city where Alliance Française is present.

In its own ways, each Alliance Française will invite creators to participate and will select one ultimate creation that will be representing the targeted city.

The final creation shall represent the city from its most diverse angles: architecture, arts, gastronomy, fashion, culture, geography, climate, traditions (Feasts, Carnivals ...) and lifestyles.

Every technique is welcome: drawing, painting, collage, photography, typography... being noted though that the final restitution will have to be on a digital file.

Recommendation

Each author will have to certify, by means of a registration form as shown below, the originality of his/her creation and that he/she is not using any photographs or documents which he/she is not the author. Otherwise, he/she shall have secured the necessary written authorizations and forwarded these documents to the Organizer of the Festival of Graphic Design.

The Organizing Committee reserves the right to reject any creation that would offend moral, religious, philosophical and political convictions.

Any subsequent legal costs concerning the non-respect of copyrights while participating in the call for project shall be borne by the author of the original creation. Under no circumstances, shall the Festival of Graphic Design or its Organizers be held liable for any offense that would disregard copyrights.

Publication

All creations may become the subject of a publication that would appear in the upcoming brochure “Festival of Graphic Design 2015” (subject to commitment from the publisher).

Caption

A caption will be added by the Festival of Graphic Design Team: under each design creation, will be mentioned the name of the author, the city and country where Alliance Française is in charge, the title of the creation and its date, as well as references or logos of partnerships that contributed to the birth of the project “Cities of the World”.

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Reproduction Rights

Authors release reproduction rights of their creations exclusively for the promotion of the exhibition and the Festival of Graphic Design.

Tie-in merchandise derived from the “Cities of the World” creations may be developed in order to meet the needs of the event. In such case, ADPRG reserves the right to use the visual parts of the creations.

Technical Information

All creations will require a single file format:

- 1 technical file, PDF or TIFF, intended for the digital printing of the creation.

Size of the Digital File to Submit

The technical file will be a digital file loaded to half of its size that will be printed according to the following technical specs:

Useful size to submit: 300 (height) x 200 (width) mm

Bleed: 5 mm

Digital resolution: 400 dpi

Letters and images vectorized

Four-colour process

Type: PDF or TIFF

Caption: each creation will be accompanied by a caption that will mention the full name of the creator, city, country, title of the creation, and date.

Standardized Filename

Prior to any sending, the filename will have to be standardized as follows:

— name of the country, followed by the name of the city of the Alliance Française branch written in capital letters and separated by a dash;

— extension .PDF or .TIFF depending of the format.

Example:

For Raymond Savignac: “SAVIGNAC.pdf” or “SAVIGNAC.tif”

File Verification

Prior to any sending, the format of the file will also have to be checked by Alliance as the relay of the author.

Contact and Sending Date of the Digital File

This file will have to be sent to the following contact: llalatonne@fondation-alliancefr.org **before 25 July 2014.**

File Processing Circuit The author forwards the file of his/her creation, accompanied by the registration form duly completed and signed, to the dedicated contact person of the Alliance Française of his/her city;

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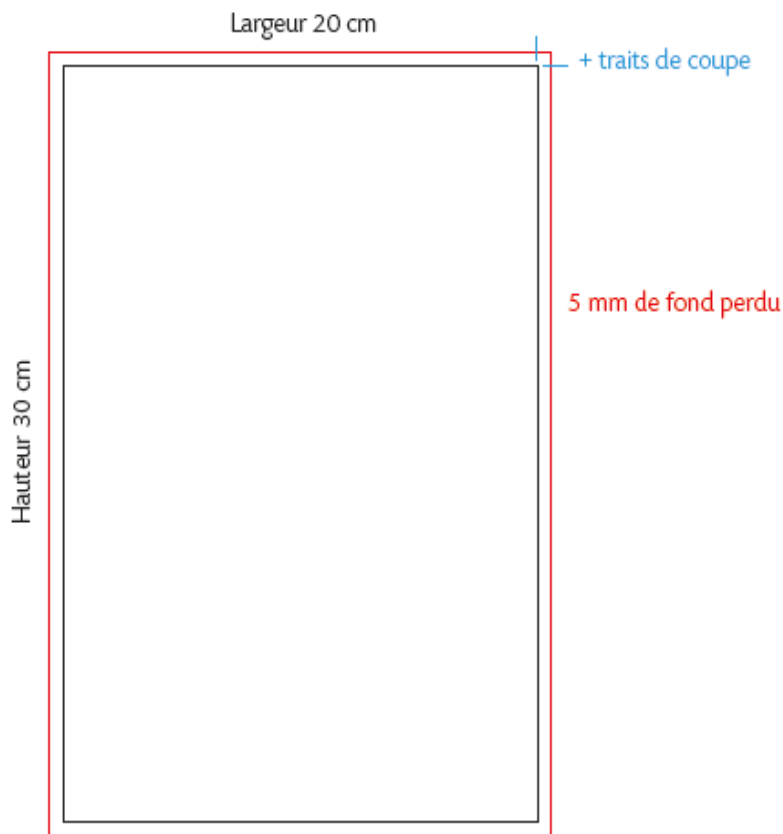
1. Alliance Française of the city in question verifies the file format and makes sure that the filename is standardized;
2. Alliance Française of the city forwards the file to Laurence Lalatonne at: llalatonne@fondation-alliancefr.org before 25 July 2014.

Basic Template

size 20 cm (W) x 30 cm (H) + 5 mm bleed

cut lines

format 20 cm (L) x 30 cm (h) + 5 mm fond perdu



CITIES OF THE WORLD

Alliances Françaises from the following countries are invited to participate in the call for project “Cities of the World”:

AFRICA AND INDIAN OCEAN

South Africa	Malawi
Angola	Mali
Botswana	Morocco
Burundi	Mauritius
Cameroon	Mauritania
Cape Verde	Namibia
Comoros	Niger
Ivory Coast	Nigeria
Djibouti	Uganda
Egypt	Central African Republic
Eritrea	Democratic Republic of the Congo
Ethiopia	Sao Tome and Principe
Gambia	Senegal
Ghana	Seychelles
Kenya	Swaziland
Liberia	Tanzania
Madagascar	Zambia
	Zimbabwe

NORTH AMERICA

Canada
United States

LATIN AMERICA

Argentina	Honduras
Bolivia	Mexico
Brazil	Nicaragua
Chile	Panama
Colombia	Paraguay
Costa Rica	Peru
Equator	Salvador
Guatemala	Surinam
Guyana	Uruguay
	Venezuela



CITIES OF THE WORLD

WEST INDIES AND CARIBBEAN

Aruba
Bahamas
Barbados
Bermuda
Cuba
Curacao
Dominique

Grenada
Haiti
Jamaica
Dominican Republic
Saint Kitts and Nevis
Saint Vincent and the Grenadines
Sainte Lucia
Trinidad and Tobago

ASIA

Saudi Arabia
Armenia
Bahrain
Bangladesh
Brunei
China
South Korea
United Arab Emirates
India
Indonesia
Japan
Kazakhstan

Kirghizstan
Malaysia
Maldives
Mongolia
Nepal
Pakistan
Philippines
Singapore
Sri Lanka
Taiwan
Palestinian Territories
Thailand
Turkey



CITIES OF THE WORLD

EUROPE

Albania
Andorra
Belgium
Bulgaria
Cyprus
Croatia
Denmark
Spain
Estonia
Hungary
Ireland
Iceland
Italia
Kosovo
Macedonia

Malta
Moldavia
Monaco
Norway
Netherlands
Poland
Portugal
Czech Republic
Romania
United Kingdom
Russia
San Marino
Slovakia
Sweden
Switzerland
Ukraine

OCEANIA

Australia
Cook Islands
Fiji
New Zealand

Papua New Guinea
Tonga
Vanuatu



CITIES OF THE WORLD

THE ORGANIZATION

Festival of Graphic Design

Organizing Committee

Michel Bouvet, Poster designer, Commissioner General

Pierre Grand, Artevia, Producer General

Stéphane Tanguy, Graphic designer, Coordinator General

Artistic Committee

Michel Bouvet, Poster designer, Commissioner General

Pauline Jankowiak, Yann Legendre, Azadeh Yousefi,
Graphic designers, Exhibition Commissioners

Blanche Alméras, In-charge of Artistic Coordination

Production

Artevia, Cultural Project Development Agency

Pierre Grand, Deputy General Manager, Producer General

Raphaëlle Madelin, Production Manager

Emma Redkine, Partnership and Patronage Manager

Bianca Farrugia, Liaison with the Training Centres

Association

The Association for the Development, Advancement and Outreach of Graphic Design (ADPRG) was created in May 2013

Georges Brevières, Graphic designer, President

Philippe Di Folco, Writer and Scriptwriter, Secretary General

Anne-Claude Morice, Art Historian and Administrator, Treasurer

ALLIANCE FRANÇAISE FOUNDATION

Cultural Action

Laurence Lalatonne, In-charge of Cultural Action



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Registration Form – Commitment of the Author

Family name _____

Given name _____

Occupation _____

Studio _____

Date of birth _____

Place of birth _____

Nationality _____

The nationality of the artist must correspond to the countries where the Alliance is established.

Mailing address _____

City of Alliance Française _____

Country of Alliance Française _____

Telephone _____

Email address _____

Title of the creation _____

Date of the creation _____

I undersigned _____ agree with the reproduction, publishing and commercial use of the graphic work produced in connection with the call for project “Cities of the World”, in accordance with the terms and conditions defined in this specifications document. Furthermore, I certify the originality of my creation and the non-use of any photographs or documents which I would not be their author.

Done in _____, on _____

Signature (preceded by the words “Read and Approved”):



de Fête
graphisme



CITIES OF THE WORLD

Contact Details

Laurence Lalatonne, In-charge of Cultural Action

Alliance Française Foundation

101 Boulevard Raspail

75006 Paris

Email: llalatonne@fondation-alliancefr.org

