

#### **ABOUT**

PLUG is a **cultural non-profit association** dealing with social and environmental issues, based in Turin, Italy.

It aims at sparking a public debate, promoting strong and powerful messages, influencing people's lifestyle by spreading the most important aspects of social and environmental sustainability.

www.plugcreativity.org



Favini is worldwide leader in the design and production of textures and finishing solutions for eco-leather for fashion, luxury, design, IT and technical sportswear sectors. Favini is also a leading global producer of graphics specialties, natural fibresbased (cellulose, algae, fruits, nuts, leather etc.), for the packaging of luxury and fashion industries.

www.favini.com

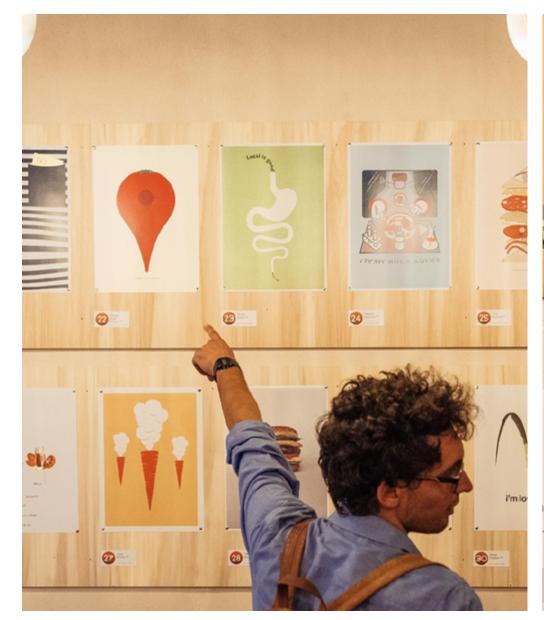


#### **PREVIOUS EDITIONS**

```
ph 1 // The future of energy
        450 posters
        60 countries
ph 2 // Smart consumption
        1088 posters
        67 countries
ph 3 // The smart cities
        879 posters
        59 countries
ph 4 // The food system
        1247 posters
        67 countries
```

```
ph 5 // Food in the loop
        871 posters
        56 countries
ph 6 // Rights in love
        1320 posters
        66 countries
ph 2018 // Shaping the future
        2908 posters
        103 countries
```

# **PREVIOUS EDITIONS**







Posterheroes Exhibition, Poormanger, Turin, 2017

Posterheroes Exhibition, Poormanger, Turin, 2017

Calendar and catalogue, Shaping the future, 2017-2018

# A POSTER FOR INTEGRATION

INTEGRATION, ACCEPTANCE AND DIVERSITY IN TODAY'S SOCIETY

We live in a **globalized society**, in which all of us come into contact with different cultures, languages and customs on a daily basis.

By now, the Other should no longer be unknown and distant, but an integral part of the process of growth and collective enrichment.

# Considering migration as a "transfusion" of ideas, cultures and "knowledge":

What is the importance of migrations, migrants and diversity for a nation?

What does it mean to overcome the fear of the Other?

What are the physical or virtual boundaries, that hinder integration processes?

Who is the global citizen of the future?

## **SUBMISSION**

The Contest features two different sections: the section A. Posters and the section B. Kinetic Posters.

Candidates can participate in the contest by uploading their project in the **appropriate form** for each section or in both.

It is possibile to participate in the contest **individually** or in **groups**.

#### A. POSTERS SECTION

Dimension: 70 x 100 cm vertical format.

Resolution: 300 dpi and max 10 MB.

JPG e/o PDF format - best quality.

Color profile: CMYK.

Technique: free.

Text added to a drawing must be in English.

#### **B. KINETIC POSTERS SECTION**

Encoded video: H264; MPEG-4; AVC.

Video size: max. 5 MB.

Format: vertical.

Definition: 1080 x 1920 square pixels.

Audio: NO.

Color profile: **RGB** – millions of colors.

Duration: 5 seconds.

Technique: free.

Text added to a drawing must be in English.

#### **SELECTION PANEL**

The projects will be evaluated by a qualified panel of international experts.

The winners of each section will receive a **cash prize of € 2500**.

# 1° PRIZE

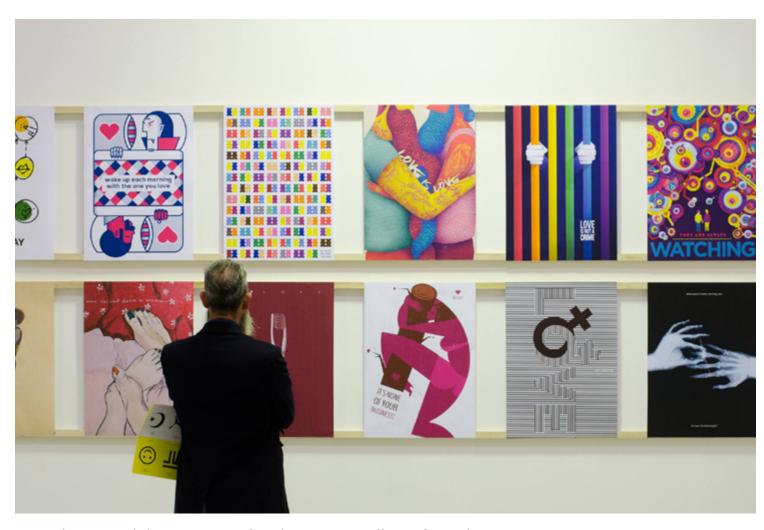
(for each section)

£ 2500

## **PRIZE**

The winning *posters* and *kinetic posters* will be displayed in a dedicated exhibition set up during the festival Torino Graphic Days 4.

# **PRIZE**



Posterheroes Exhibition, Torino Graphic Days, Toolboox Coworking, 2016



Posterheroes Exhibition, Torino Graphic Days, Toolboox Coworking, 2016



#### **CONTACT**



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