



POSTER 2022 SANDEMAN OPEN CALL REGULATION

The **OPEN CALL POSTER** is an invitation to create posters, giving the public the opportunity to join the show. All interested parties, with or without artistic education, can participate, regardless of their age or nationality.

Proposals must be sent **between May 2 and June 2, 2022**, and those sent outside this period or which do not comply with the specifications and information indicated below will not be accepted.

7 winners will be chosen. These will have their work produced and will be part of the 7th edition of POSTER MOSTRA®, together with a cast of guest artists.

POSTER MOSTRA® is a registered trademark and project designed by Departamento®.

REGULATION - 7TH EDITION

POSTER MOSTRA® is a public art and word exhibition which takes place on the street, having aroused to honor one of the most powerful means of communication ever. Posters, used to sell everything from soaps to ideals, were the first media in which art and advertising came together in perfect symbiosis.

Participation rules:

1. All interested persons can participate, even if they have no artistic education and regardless of their age and nationality.
2. The visual proposal must address the [iconographic heritage and brand](#) identity.
3. It will not be considered - being automatically excluded - images or creative ideas that induce, implicitly or explicitly, themes such as religion, sex, politics, violence and social discrimination or racial.
4. The submitted poster proposal must correspond to an original and unpublished work that has not participated in any other contest. It may not contain images/figures taken from the Internet, magazines, catalogs, leaflets, or any other type of publication. In case this rule is not satisfied, the responsibility will be designated to the competitor.
5. Proposals with shared authorship will only be accepted if the work is signed by a studio or a group of authors under a single signature.
6. Only one proposal per participant will be validated.
7. The creative artwork proposal must consider its applicability in a street poster - portrait orientation (vertical) - with the dimensions of 150 cm x 218 cm.
8. Participants must submit their data and the poster proposal through a form available on the website www.postermostra.com, from May 2, 2022, and until 00:00 on June 2, 2022, at the latest.



9. Applications **will only be considered valid and accepted** if the entire form is completed, with the following data:

- Participant's full name;
- Phone number;
- Email address;
- Brief bio;
- Descriptive memory of the proposal;
- Uploaded biographical photo + visual proposal of the poster, in tiff format, (CMYK color scheme, with a minimum resolution of 300 dpi) and with a dimension of 61cm (width) and 91cm (height), equivalent to 7205 pixels (width) x 10748 pixels (height);
- The file name will be the participant's full name.

10. The proposals received will be analyzed by the jury, anonymously and in a blind evaluation. The evaluation criteria are creativity and technique, as well as the ease of adaptation to the format for production. The Jury's decision is final and not subject to appeal, and will be announced, by email, on June 10, 2021.

11. The winners will have their work produced in large format and will be part of the 7th edition of POSTER MOSTRA®.

12. The winner will not pay any cost for his work to be exhibited at the show. Production and assembly costs are borne by POSTER MOSTRA®.

13. The rights on the works are reserved, and Departamento® and/or Sandeman can use them exclusively for the purposes of dissemination and exhibition, in the context of all the communication actions related to POSTER MOSTRA®.

14. All participants and future winners expressly declare, for all due and legal purposes, that it is their free and spontaneous will to authorize, without reservation, the use by Departamento® and/or Sandeman of their image and voice, name and/or testimonies written by themselves produced in the course of the POSTER MOSTRA® communication (either in the media in general, or also on any website owned by Departamento® or in space acquired in those media) - being able to make adaptations of the same image and/or voice, name and/or written testimony, as they see fit, in videos resulting therefrom or any printed materials.

Submission of data and POSTER proposal at www.postermostra.com, from May 2, 2022 to midnight on June 2, 2022.

The organization,

Departamento <http://www.de-partamento.com/>

POSTER MOSTRA: www.postermostra.com

Contact: departamentoprod@gmail.com