

Rules of the Art Moves International Billboard Art Competition

1. The purpose of the Competition is to propagate and popularize billboard art and to encourage artists to create art engaged in the reality.
2. The Competition is open and all artists interested in billboard art are invited to take part, however, the Competition is particularly addressed to young artists, who are usually most eager to face new themes and untypical ways of art presentation. **There is no entry fee.**
3. The artists taking part in the Competition are invited to prepare an artwork (maximum three pieces), technique is up to you. The work is intended to be a creative response to this year's Competition theme: **"Where is the meaning? At the top or at the bottom?"**
The competition slogan can be treated as a metaphor of all the processes taking place in the world at the moment. We live in the time of crisis and we perceive it as a disease of sorts – a disease, we would like to treat as quickly as we can. On the other hand this "disease" can be the only chance for us to slow down a bit in our fast-paced world and think again about where we are heading and why we chose this particular direction. Are we happy with the way the reality we created works? Are we reaching for the top or for the bottom? Are we happy with the goals we are setting for ourselves? Are these goals ours or are they imposed on us? Where is the meaning? Can it be placed on a map? Has it evaporated? Does the meaning of our existence lie in the constant maximization of profit, accumulation of goods, consumption, wealth, being on top? Or can it be found in escaping, isolating oneself, denying reality, hiding and living in the middle of nowhere? Or maybe, it is better to find new solutions that would allow us to make a better use of the goods created and developed by humanity and use them so that they help us be happier, have better relationships with people, take care of ourselves, our loved ones and reality? How can we find a satisfactory solution? Where can we find the meaning?
4. Incorporation of the Competition theme in the work is not required and will not have any impact on the evaluation of the work by the jury.
5. If some other slogan or phrase is used in the work, it should be expressed in either Polish or English language.
6. The format of the competition work should be 498 cm x 238 cm (196 inches x 93.7 inches) in a horizontal layout, 100 dpi, cmyk, tiff.
In order to take part in the Competition, the artist has to send a completed entry form and attach a preview of the submitted work in the following format: **30 cm x 14,3 cm (11,8 inches x 5,6 inches) in a horizontal layout, 72 dpi, jpg**. The file should be named with the artist's first and last name (if more works are submitted, use numbers 1 to 3 in addition to the

first and last name).

IMPORTANT NOTE: At this point of the competition, do **NOT** attach files of the complete (heavy) works. In order to receive the final works to be printed off and displayed on the billboards, the Competition organizers will contact the selected artists after the announcement of the jury's verdict.

7. Both individual artists and groups of artists can participate in the competition. In case of groups, the following data should be included on the application card: names and surnames of ALL the authors of the work and contact details of ONLY one person who will be representing a group in contacts with the organizers of the competition.
8. The works should be submitted by **the 20th July, 2012** via electronic mail to the address: artmoves@tlen.pl
9. From all the entries, the jury will select 10 most interesting works which will be printed and displayed on billboards in the city space during the Art Moves Festival in September/October 2011 in Torun, Poland. The best selected work will receive the **Main Award** in the amount of **PLN 12.000 (EUR 2.850, USD 3.700)**. The winner will be obliged to pay a lump-sum tax on the award value.
10. The works will be evaluated by a jury panel composed of artists and curators who are recognized authorities specializing in public art.
11. The organizers of the Competition reserve the right to display on the billboards also the works which have not been selected by the jury.
12. The artist who makes a submission to the Competition, automatically consents to free of charge display of his/her work during the Festival and use of the work for information and promotional purposes associated with the Festival and the Competition on the Internet, in printed materials promoting the Festival etc.