



## 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.



## CITIES OF THE WORLD

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”.

## CITIES OF THE WORLD

### **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](mailto: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;

## CITIES OF THE WORLD

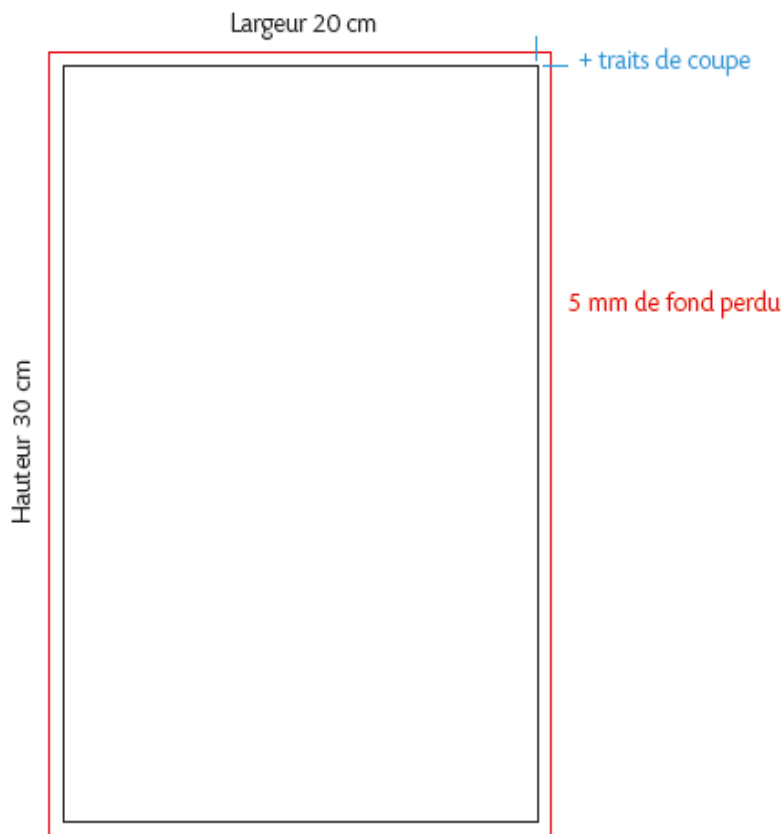
1. Alliance Française of the city in question verifies the file format and makes sure that the filename is standardized;
2. Alliance Française of the city forwards the file to Laurence Lalatonne at: [llalatonne@fondation-alliancefr.org](mailto:llalatonne@fondation-alliancefr.org) before 25 July 2014.

### 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  
Angola  
Botswana  
Burundi  
Cameroon  
Cape Verde  
Comoros  
Ivory Coast  
Djibouti  
Egypt  
Eritrea  
Ethiopia  
Gambia  
Ghana  
Kenya  
Liberia  
Madagascar

Malawi  
Mali  
Morocco  
Mauritius  
Mauritania  
Namibia  
Niger  
Nigeria  
Uganda  
Central African Republic  
Democratic Republic of the Congo  
Sao Tome and Principe  
Senegal  
Seychelles  
Swaziland  
Tanzania  
Zambia  
Zimbabwe

### **NORTH AMERICA**

Canada  
United States

### **LATIN AMERICA**

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Costa Rica  
Equator  
Guatemala  
Guyana

Honduras  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
Salvador  
Surinam  
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





## CITIES OF THE WORLD

### 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](mailto:llalatonne@fondation-alliancefr.org)

