

**DON'T MISS THE LIFE**  
**INTERNATIONAL ART COMPETITION OF SOCIAL POSTER**

**GUIDELINES**

First International art competition of social poster

**Don't miss the life**

**ORGANIZERS:**

Department of Culture, Archives and Documentation for Eastern Kazakhstan  
Region

Nevzorov Family Art Museum in Eastern Kazakhstan

**Project partners: EMC, Eurasia Red**

**Venue: Semey city, Nevzorov Art Museum, 108 Pushkin Street**

**Organizing committee:**

- 1. Stromskaya T.A., Museum Director, art historian**
- 2. Kilyaoglova S.R., Project Supervisor, member of Association of Artists**
- 3. Mukashev B.K., businessman, historian**
- 4. Burkitova G.K., Museum Deputy Director**

**Venue:** competition-exhibition will take place at **Nevzorov Art Museum** within night in Museum-2017 international promo.

**Date:** tentatively – May 19, 2017.

The competition **is open** to professional artists, social advertising agencies, students of art specialties from different countries.

Participants have the opportunity to visualize their idea through contemporary art means: drawing, graphic design, photo graphics, typography, computer graphics.

**PROJECT PURPOSE:**

**Show the role of social advertising as a powerful tool in shaping public opinion in social communications**

- draw attention to the current issues in society and propose ways to address them
- give a right concept for understanding basic values of the Kazakhstani and the world community between various target audiences in today's situation, to help create a positive view of the challenges of the time
- go beyond urban issues and submit the project to national and foreign community via mass media and social networks

#### **Evaluation criteria:**

- innovative approach to topic
- unambiguity of the image created
- clearness and laconism (quick readability of the image), what is important for vibrant and fussy city
- nontrivial interpretation, plot, artistic tools
- esthetic visualization familiar to contemporaries
- short verbal component or its absence with particular image thought of the work. Impressive verbal expression is also acceptable.

**Award – \$ 2500**

#### **Rights and Liabilities of Participants and Organizer**

Participation in the competition implies full acquaintance and consent of participants with these guidelines.

Submitting a poster for the competition a participant:

- confirms that all copyright for the poster exhibited belongs exclusively to him, and the use of the poster during the competition does not violate the property and/or non-property rights of third parties;
- gives consent to the publication of the poster on sites by organizer's discretion with the possibility of placement in printed thematic publications;
- gives consent for using the poster in educational activity of the museum;
- undertakes to facilitate settlement of claims from third parties in case they arise towards competition organizers due to publication of the poster and indemnify damages if copyright offence has been revealed;
- undertakes to appear in court as a third party, on the side of the defendant in the case of filing a claim against the organizer by a third party related to the use of the published poster;

- The organizer has the right to refuse in participation in the competition of the poster that does not meet the requirements, without providing further explanations;
- The organizer has the right to refuse to award a winner if he has violated the provisions of the competition, the Copyright Act of RoK, untimely or incorrect provided the necessary information himself.
- Participation in the competition means the consent of the author for eventual follow-up publication of these works on royalty-free basis. At the same time the authors retain all copyrights and the right to publish and exhibit the works.

The posters submitted to the competition may be rejected in the following cases:

- Posters do not match the competition topic;
- Poor artistic or technical quality;
- Posters in which one can recognize elements of pornography, violence, racial or religious intransigence, the propaganda of terrorism.
- If you use someone else's ideas and plagiarism, the product shall be removed from the competition.
- Organizers are not liable for submitted works.

Application deadline: before April, 10

Application is a compulsory appendix.

## **APPLICATION PROCEDURE:**

1. Applications must be sent in soft copy in Microsoft Word before April 15, 2017 to both emails **[muznevz@yandex.ru](mailto:muznevz@yandex.ru)**, **[ksveta2005@yandex.ru](mailto:ksveta2005@yandex.ru)**
2. Works are accepted before April 10, 2017, on email **[ksveta2005@yandex.ru](mailto:ksveta2005@yandex.ru)**, **[muznevz@yandex.ru](mailto:muznevz@yandex.ru)** as digital images in tiff, jpg formats. A long size of the photograph should be at least 3500 pixel (80\*60sm. printable), resolution min 150 dpi.
3. Each work is sent as a separate file. The name of the file must match the name of the work. The number of works submitted for selection must not exceed five.
4. Works must be the property of the author and not previously exhibited.
5. Application form (attached) is filled in Microsoft Word format. A confirmation of receipt of soft materials shall be sent to the author's email within three days.
6. The full list of participants and the works selected for the exhibition will be published on the museum's website and in social networks.

7. A competent commission will be established to pick the works and award the winners.
8. All the information on the project posted on the official website of the museum, is correct at time of publication. The organizing committee reserves the right to modify some information, if circumstances require doing so, but not later than two months prior to the competition. In case of divergence in reading texts and terms between Russian and English versions, the Russian version will prevail.

**CONTACTS:**

Project Supervisor Svetlana Kilyaoglova - (8 905 952 7100, [ksveta2005@yandex.ru](mailto:ksveta2005@yandex.ru))

Museum Director Tatyana Stromskaya (8 777 249 5806, [muznevz@yandex.ru](mailto:muznevz@yandex.ru))