



## Madrid Gráfica 2018 Open call for Posters “Person City”

DIMAD and Madrid City Council, supported by the Business Forum for Madrid, call on all graphic designers to take part in the open poster exhibition of the event Madrid Gráfica to be held in September/November 2018.

### Content and motto

The content of this second open call will move around Humanizing the City. And “Person City” should be both the content and motto to be included -in the chosen language- in all the posters by the author or authors.

The goal of the Contest is twofold:

- The first, to show graphics and its practitioners' capacities to deal with issues that concern society and to do so in an appealing way.
- The second objective is to visually spread the Motto and the content of the call, in this case “Person City”, and to successfully get the posters to transmit concepts relating this humanization of the city, following the definition included under the terms of this call.

### Selection committee 2018

In order to guarantee the high level of the exhibition and to ensure that the submitted proposals comply with the values stated above, five first class international graphic designers have been appointed.

- Milton Glaser (USA)
- Philippe Apeloig (France)
- Teresa Sdravovich (Italy/Belgium)
- Reza Abedini (Iran/Holland)
- Armando Milani (Italy)

The five members of the selection committee will assess the submitted work, and select those that they consider to be most significant, up to 100. These 100 selected posters will be exhibited in the streets of Madrid, and also at the Central de Diseño at Matadero Madrid.

Likewise, the selection committee will choose the poster which, in their view, best represents the objective of the Exhibition Person City 2018. It will be shown as the winner in the exhibition and in the press release after the event.

All the posters will be exhibited at La Nave (Villaverde).

### Organized by

Madrid City Council  
With the support of Business Forum for Madrid

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Organized and managed by:

DIMAD

Fundación Diseño Madrid

Asociación Diseñadores de Madrid



### Terms of admission

Each participant may submit one poster. The chosen motto “Ciudad Persona / Person City” must appear on the poster in the language chosen by the participant. The content of this motto can be interpreted from a personal, social, political or critical point of view or any other the author deems appropriate.

The selection committee may exclude any piece of work which explicitly attacks fundamental human rights, that may be subject to causing sexual, racial or religious discrimination, or those suspicious of plagiarism

Posters must be submitted between July 15th and August 15th at the following website: [www.madridgrafica.org](http://www.madridgrafica.org). All participants must fill the form on the web with their personal details.

### Formats

Files must be submitted in 2 versions, both in vertical format, with the following features:

#### High resolution

- PDF
- Size: 120 x 161 cm
- Maximum file weight: 15MB
- Colour CMYK
- Resolution: 300 dpi
- Text must be traced

#### Low resolution

- JPG
- Size: 1526 x 2048 px
- Maximum file weight: 800KB
- Colour RGB
- Resolution: 72 dpi

### Important notes to comply with enrolment:

- In order to avoid any problems when uploading the posters, we ask participants **NOT** to use spaces, accents, “ñs”, or any other special characters in the file name; and to ensure the size and format of the file complies with the specified requirements.
- To ensure the correct identification of the attached files, we ask participants to name them in the following manner: **author\_country**.

### Intellectual property and dissemination rights

The current Intellectual Property Law acknowledges that copyright is acquired as from the moment a piece is created, therefore the ownership of the piece -or pieces- and its images belongs to the author, authors, owner or owners. However, the author may further protect his or her designs by filing their work at the intellectual property registry, by depositing the work with a notary public, or by any other means deemed appropriate prior to submitting the work.

Fundación DIMAD does not take any responsibility for any problems related to copyright and intellectual property that may arise with the submitted posters nor any plagiarism claims that may be filed against the work submitted at the Ciudad Persona / Madrid Gráfica 2018 Open Call. The author or owner will be fully accountable for the work submitted.

Each participant will grant Fundación DIMAD and Madrid City Hall reproduction and dissemination rights, with no further limitation than to include the author’s name and not to alter the graphics in any way, to use the submitted pieces for educational and informative purposes, and to make it accessible to the public.



Under the present terms and conditions, the participant authorizes DIMAD to reproduce, distribute and publish the contents of the poster in newsletters, journals or other media, as well as in the Madrid Gráfica website and catalogue, if there were any. Fundación DIMAD always makes the information of the author available to any collaborating media platform.

Fundación DIMAD commits itself to always mention the name of the author and the piece, with the sole purpose of disseminating the Ciudad Persona / Madrid Gráfica 2018 exhibition.

#### Data protection rights

All personal data provided by participants taking part in the Ciudad Persona / Madrid Gráfica 2018 open call will be included in an automatic file managed by Fundación Diseño Madrid, located in Paseo de la Chopera, 14, 28045 Madrid.

The purpose of this file is to manage the participants' data, to allow access to the contents offered on the webpage; to lend, manage, handle, expand and improve the contents available on the webpage and the event; to adapt the contents to cater for the tastes and preferences of the users; to study the use of the pieces by users and visitors; and to advertise and communicate any news in relation to any activity that takes place in the Ciudad Persona / Madrid Gráfica 2018 exhibition.

Participants may exercise their access, rectification, suppression, limitation, mobility or opposition rights by writing at [rtd@dimad.org](mailto:rtd@dimad.org) or the address given, attaching a copy of their ID.

Fundación DIMAD is responsible for the adoption of all the necessary measures to ensure the confidentiality in processing and free movement of personal data, in compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27<sup>th</sup> 2016.

#### Acceptance of Terms and Conditions

- The participant accepts the Terms and Conditions upon enrolment.
- Poster submission and enrolment implies the acceptance of these Terms and Conditions and the authorisation for the reproduction and dissemination of the participating proposals. The decisions of the selection committee are unquestionable.
- Under these Terms and Conditions, the participant authorizes Fundación DIMAD to reproduce, distribute, publicly disseminate images or videos of the piece, in newsletters, journals, or other media, as well as in the catalogue -if there were any- and DIMAD's and Madrid Gráfica's webpages.
- Any unforeseen issue or dispute that may arise, will be settled by the event organiser, Fundación DIMAD.

#### Queries

For any query, please contact us at [info@madridgrafica.org](mailto:info@madridgrafica.org) using **MADRID GRÁFICA 18** as the subject; or call (+34) 91 474 67 80 / 87 -timetable: Mon-Fri from 10:30am to 4:30pm.