



Madrid Gráfica 2021 Open call for Posters “Re_”

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 during autumn.

Content and motto

The content of this second open call will move around the Recovery after the Covid-19 pandemic. And “Re_” should be both the content and motto to be included 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 “Re_”, and to successfully get the posters to transmit concepts following the definition included under the terms of this call.

Selection committee 2021

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

Paula Scher (USA)
Pepe Gimeno (Spain)
Erik Spiekermann (Germany)
Jorge Silva (Portugal)

The 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 Re_ 2021, as will be marked in the press release after the event.

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 “Re ” must appear on the poster. 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 20th at the following website: 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 176 cm
- Maximum file weight: 15MB
- Colour CMYK
- Resolution: 300 dpi
- Text must be traced

Low resolution

- JPG
- Size: 1536 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 belong 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 Re_ / Madrid Gráfica 2021 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 Re_ / Madrid Gráfica 2021 exhibition.

Data protection rights

All personal data provided by participants taking part in the Re_ / Madrid Gráfica 2021 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 Re_ / Madrid Gráfica 2021.

Participants may exercise their access, rectification, suppression, limitation, mobility or opposition rights by writing at 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 27th 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 using **MADRID GRÁFICA 2021** as the subject.