

Felicity

CHANGE YOUR CITY, CHANGE YOUR LIFE

INTERNATIONAL COMPETITION OF GRAPHIC DESIGN - Venice

Introduction

The primary objective of this project is to promote a debate around the basic theme of life in the community and how improvements can be made.

The International competition of graphic design is an opportunity for graphic artists from all over the world to express, manifest, symbolize and imagine solutions for a better city capable of improving the lifestyle of its inhabitants.

Philosophy

2 visions / 2 ways to participate

1. Intellectual proposal (critical / constructive / thematic / social)
2. Intervention (active / real / practical / urban)

1.

Does graphic art have a sense in times of crisis?

When the life conditions of a community are put into discussion and everything seems to take on a connotation of urgency, graphic art can be a tool for channelling a statement, to sensitize and propose new solutions, to transmit ideas, sensations and opinions.

Over the years the needs of people change and diversify, professional qualities also change and diversify as well as the way of representing and communicating them.

Felicity aims at providing a contribution to reflection beginning from an anthropological vision and arriving at modern times, in the expectation of a future where the city can be a better place for self-improvement.

2.

How can a city grow qualitatively?

The project disciplines of visual culture are often privileged interlocutors of the relations between man, territory and the city. More and more, other professional figures apart from town planners, architects, and urban sociologists, are capable of administering the image of the city through a deeper and more articulated approach.

With this interpretation in mind, the link between graphic art and the city is even richer, allowing to interpret the urban context as a grand score of notational signs, many of them being administered and generated by graphic art.

In this manner, urban spaces propose a new urban setting, to the point of influencing the form of the city and its architecture.

The competition

The competition is open to graphic artists all over the world without limits of age or birth place. Works already presented in other competitions may be sent. The best works of technical and conceptual importance will be selected by the jury.

To use graphics to interpret and narrate the concept of a city to the size of man. To improve the quality of the city in order to improve the quality of life.

Sensitive themes:

- Integration of different cultures and religions
- Citizen needs: Youth, Disabled, Children, the Aged, Outcasts...
- Technological innovations
- The Community as protagonist
- Interaction between urban areas and nature
- Safety

Jury

David Carson	Graphic designer
Woody Pirtle	Graphic designer
Armando e Maurizio Milani	Graphic designer
David Tartakover	Graphic designer
Raymundo Sesma	Graphic designer
Chaz Maviyane Davies	Graphic designer
Yossi Lemel	Graphic designer
Maurizio Varratta	Architect
Andreas Kipar	Architect
Marco Navarra	Architect

Participation

- Participants may only present one work
- The size of works must be 70x100 cm or 100x70 cm
- Works must be sent in JPG (72 dpi) or pdf format
- Art works can be created with any technique but the final image sent must be in digital form, uploading them in the relative section of the web site.
- An image in high resolution will be requested for printing only for awarded works

Deadline 31 July 2010

The winners

Winners will be sent a catalogue of the exhibition.

All winners will be ex-quo, deserving works will be exhibited and published.

Selected works will be:

- Exhibited during the exhibition in Venice. The exhibition will be held in **October 2010 at Venice**
- Published on the web site www.felicityproject.it
- Published in the catalogue with a limited number of copies and sent to all of the awarded artists

Project committee and info

info@felicityproject.it

P.zza S.Leonardo 16

31100 Treviso - Italy

Tel. +39 0422 541865

Stefano Meneghetti

Giulia Comba

Véronique Mounition

Margherita Maggiolo