

SMART CITIES AND TRANSPARENT EVOLUTION

POSTERHEROES 3

SOCIAL
COMMUNICATION
CONTEST

→ 19\11\12
18\02\13 ←

WWW.POSTERHEROES.ORG

"THE ONLY TRUE
CITIZENSHIP IS
THE ONE THAT
EXTENDS TO THE
WHOLE WORLD"

POSTER
HEROES
.ORG

DIOGENE

BRIEF

→ THE THIRD EDITION OF POSTERHEROES
HAS THE OBJECTIVE OF INVOLVING
YOUTH AND THE INTERNATIONAL
CREATIVE COMMUNITY IN THE CONCEPT
OF SMART CITIES.

After dealing with the issues of energy and consumption, with the 2012/2013 edition Posterheroes proposes a debate on sustainability in the fields of production, health, mobility and public life in cities. Together with the issues of the first two editions, these last ones complete the six characteristics suggested by the European Community as indicators for a Smart City.

SMART CITIES AND TRANSPARENT EVOLUTION

The Smart City project is certainly one of the most debated issues of the current historical period. Political programs, conventions, workshops, newspaper articles and magazines declaim and call for the arrival of Smart Cities and plead for a collective conscience with the objective of developing urban areas towards a new housing and participative model.

Changes in the history of urbanization are attributed to great discoveries, to the invention of new machines and technologies which, at times with arrogance, intervene upon the social context to respond to temporary demands. Our cities must become places of improvement and optimization of resources: expression of new attitudes and ideal habitat for a positive social contagion. They will not change their aspect. They will be the same cities as before, but renewed. Accessible. Free. Clean. Transparent.

Evolution is the key word. The path that leads to Smart Cities must necessarily be evolutionary and nature is the demonstration of it: efficacy depends on time, participation and integration in a qualifying ecosystem. This is the kind of evolution we propose.

An evolution belonging to us. A participatory, open and accessible evolution. We call it *transparent evolution*.

ISSUES

A. ECONOMY

In a Smart City production is an open generative process based on renewable energy resources in which waste elements are used as inputs within new productive dynamics. Technology plays a fundamental role for the traceability of goods, for logistics, for disintermediation and for sales to final consumers.

B. LIVING

It is possible to improve the health of citizens thanks to a correct management of waste and water resources, by multiplying green areas and promoting a correct dietary education and a healthy lifestyle, respectful of the urban ecosystem.

C. MOBILITY

In intelligent cities mobility becomes an efficient system with the following key aspects: infomobility of people and goods, connections among the "eco" transport systems and road safety.

D. PEOPLE

Public life is directly connected to all above mentioned areas of interest and for this reason has an influence on many fields of action, from the securing of the territory to justice, from professional and social integration to education, from volunteering to the employment of elderly people for useful activities for the territory.

EXPRESS YOURSELF WITH A POSTER!

→ SPARK THE DEBATE AND SHARE YOUR
IDEAS WITH THE CREATIVE COMMUNITY
BY DESIGNING A 50X70CM POSTER. THE
CONTEST STARTS ON NOVEMBER 19,
2012.

ALL WORKS MUST BE SUBMITTED BY
FEBRUARY 18, 2013 AT 11.59 P.M.
(GMT+1) EXCLUSIVELY ON THE WEBSITE
WWW.POSTERHEROES.ORG

How do you think a man-sized city should be built?

Which ideas, choices and actions can be proposed and implemented concretely to develop the current scenario of cities?

Which is your contribution to the "transparent evolution" of current cities?

CONTEST ANNOUNCEMENT

→ POSTERHEROES IS AN INTERNATIONAL
COMMUNICATION AND SOCIAL GRAPHIC
ART CONTEST ORGANIZED BY
PLUG - NON PROFIT CULTURAL
ASSOCIATION.

REQUIREMENTS

There are no age, nationality or profession limits, the contest is open to all, except for the organizers of Posterheroes, Plug associates, the jury or any of their family members.

PARTICIPATIONS TERMS AND CONDITIONS

The Posterheroes contest is open to individuals or groups (in which case a representative will be required) with the **submission of up to 2 entries each**. Works can only be submitted online following the uploading procedure on www.posterheroes.org.

Each candidate will include the following details in the electronic form:

- candidate name and surname (representative in the case of a group)
- candidate nationality
- email address
- title of the work
- English description in 500 words max.
- submission category (A_production, B_health, C_mobility, D_public life); should the work deal with more than one issue the most relevant must be indicated.

If one or more fields are left incomplete the participation to the contest will be invalidated.

Works must not present any symbols or signatures that could trace back to the authors.

TECHNICAL REQUIREMENTS

Files must meet the following characteristics (upon pain of exclusion):

- size: 50x70 cm at 150dpi (2953x4134 pixels)
- max 5 MB
- vertical layout
- jpg or pdf format

ACCEPTED LANGUAGES

The only admitted languages to fill in the electronic form are Italian and English. Should the graphics contain text components, these must necessarily be in English and Italian.

JURY

The jury is made up of international experts of graphic arts and communications. Plug reserves itself the right to communicate on its website any possible changes to these conditions.

EVALUATION CRITERIA

Considering all the posters received the jury will select the 40 best proposals. Evaluation criteria for selection will be: originality, quality in relation to efficacy of message communication and emotional aspects expressed by the posters. Files will be automatically renamed to guarantee anonymity during jury evaluation.

INDEPENDENT FACILITATOR

Plug, as the organizer of the contest, will be responsible for facilitating in an independent manner the works of the jury. Plug also guarantees the correct management of entries as reported in the present announcement.

DEADLINE

Works can be submitted starting from November 19, 2012 (11:59 p.m. GMT+1) up until midnight (11:59 p.m. GMT+1) of February 18, 2013. Posters received after the established deadline will not be considered for the contest.

AWARDS

Posterheroes does not assign awards. Best entries selected by the jury will be published on the catalogue of the initiative and will become part of the itinerant shows and future events which Posterheroes/Plug will organize at the end of the contest. Starting from the 2012/2013 edition Posterheroes enters the circuit of the events of the "Democracy Biennial" (www.biennaledemocrazia.it - Turin, April 2013) under the sponsorship of Ordine Architetti Torino foundation. Posterheroes/Plug together with OAT foundation will take care of the publication of posters selected within the events of the "Democracy Biennial" and it will be the object of an itinerant exhibition in the streets of the centre of Turin, further details will be given on www.posterheroes.org. Selected posters will be published on www.posterheroes.org within March 30, 2013.

PRIVACY

Each participant or group authorizes the cultural association - Plug - to handle personal details under the Italian law decree 196/2003 (Personal data protection code - Italian law), for the fulfillment of all obligations of the organization and for the correct development of Posterheroes as well as for the events which Posterheroes/Plug will organize after the contest. For any controversy concerning the contest, Italian law will be applicable. By sending the entries, participants explicitly accept, without possibility of appeal, that the competent tribunal will be the one in Turin.

COPYRIGHT

Works must be original and not previously published, upon pain of exclusion. A work can be presented only by its author who, by submitting the entry, declares and guarantees he/she holds all its rights, that it doesn't prejudice rights of any other third party and does not violate any law in force. Furthermore, authors declare they hold every moral and patrimonial copyright. In any case authors release the cultural organization - Plug - from all responsibilities, costs and any kind of burdens that should arise due to the content of the work. Participants concede Posterheroes/Plug an irrevocable, perpetual, non-exclusive, transferable and worldwide license, with no royalties, to use and display publicly their works, citing the authors. Any other use of the works will be arranged with the authors.

ACCEPTANCE

The participation to the contest implies the total acceptance of the present announcement and specifically of the following points: *requirements, terms and conditions, technical requirements, admitted languages, jury, evaluation criteria, independent facilitator, deadline, awards, privacy, copyright.*

WITH THE PATRONAGE OF



Commissione Nazionale
Italiana per l'UNESCO



WITH THE SUPPORT OF



SPONSOR BY

FAVINI

MCL
OFFICINE POLIGRAFICHE

AN INITIATIVE BY

PLUG:
CREATIVITY

INFO

www.plugcreativity.org
staff@plugcreativity.org