

## **Create the Official Design for the Festival Nordischer Klang 2018!**

The Greifswald-based festival Nordischer Klang is the biggest annual German festival dedicated specifically to Scandinavian / Nordic music, art and literature. It is organized by the Nordischer Klang team associated with the Nordic Institute of the University of Greifswald. Each year the festival is held under the auspices of a different Nordic country, in 2018 it will be Estonia. We would like to launch a design competition for the festival's official poster aimed at young graphic designers/artists and illustrators from the hosting country.

### **Guidelines for the Poster Design:**

While we strongly encourage participants to creatively pursue their individual style, there are a few guidelines for the design itself:

The poster (format A1, resolution 300dpi), needs to include

- the name of the festival (Nordischer Klang)
- the slogan (Das Fest des Nordens)
- the festival dates (3.5.-13.5.2018)
- the location (Greifswald)
- the URL of the festival ([www.nordischerklang.de](http://www.nordischerklang.de))
- the festival logo will be added by the festival's graphic designer. The logo looks as follows:



Nordischer Klang stands for certain values: it is a festival for visitors of all ages and seeks to convey inter-, multi-, and transcultural, innovative and mostly urban art across genres.

The winning design will be used as the official poster of the festival. Since it will be printed in large format and distributed all over the city, it is essential that the design is readable and recognizable for passing cars and pedestrians. Key elements of the poster layout (such as color schemes, graphics, or illustrative details) will also be used for the design of the festival's brochure, the website as well as other promotion material like postcards.

## **Prize:**

The festival organizers will create a shortlist of all eligible entries and choose the winner. The winner has the choice between two different prizes:

1. The winner and a person of their choice will be invited to spend the first weekend of the festival Nordischer Klang in Greifswald. Travel costs (flight, train), accommodations, and festival passes for two people will be provided. The first weekend includes the grant festival opening with opening ceremony and concert afterwards. We expect many representatives from the Nordic Embassies in Berlin, officials of the state of Mecklenburg-Vorpommern and Greifswald to come.

or

2. The winner gets payed off the amount of money that would have been needed for the first option.

The winner will be presented and portrayed on a special page in the festival's brochure and homepage.

## **Requirements for the Participants:**

Participating graphic designers/artists or illustrators must be enrolled in or have recently graduated from a design-related degree program at an Estonian university or technical college. Participants need to be Estonian citizens or have permanent residency in Estonia, they also need to be Estonia-based.

Both individual participants and teams up to two people are allowed to join the contest. At least 50% of the team members must fulfill the above mentioned requirements. If participants join the contest in teams and win the contest, the prize will not include coverage of private company.

Each person or team can hand in a maximum number of two submissions.

## **THE DEADLINE FOR SUBMISSIONS IS OCTOBER 31<sup>st</sup> 2017**

Submissions need to be handed in via e-mail to: [nokl@uni-greifswald.de](mailto:nokl@uni-greifswald.de). The submissions need to be handed in as pdf-files and/or jpeg-files in DIN A1 format with a high resolution not lower than 300dpi.

The winner will be chosen by a jury including the festival organizers, the Estonian Embassy in Berlin, representatives of the Caspar David Friedrich Institute of the University of Greifswald and members of the collective of graphic designers GRAFfisch in Greifswald. The winner of the design contest will be announced on November 30<sup>th</sup> 2017. In case of no eligible entry the jury will reserve the right to not announce any winner.

After the winner is contacted and has handed in high resolution versions of their design and picked the prize of their choice, the rights to the design will transfer to the festival. The poster and the festival's other promotional material will be printed in Germany at the festival's own charge.

The producer of the winning design will be named on the festival's website and in the festival's publications.

For further information please do not hesitate to contact Nordischer Klang e.V. at [nokl@uni-greifswald.de](mailto:nokl@uni-greifswald.de).