

COMPETITION GUIDELINES // DESIGN OF NORDISCHER KLANG 2021

Create the official design for the festival *Nordischer Klang* 2021!

The Greifswald-based festival *Nordischer Klang* is the biggest annual cross-genre festival in Germany dedicated specifically to Scandinavian and Nordic music, art and literature. The focus countries are Denmark, Estonia, Finland, Iceland, Norway and Sweden. The festival is organised by the *Nordischer Klang* team associated with the Nordic Institute of the University of Greifswald. The festival events are spread around Greifswald's city center, including venues like the city theatre, churches and sociocultural center as well as the university's auditorium and student clubs.

The festival is hosted by a different Nordic country each year, and in 2021, it will be Finland. The patronage is celebrated during the festival's opening event. During the course of the ten-day-festival, all six countries are represented equally in concerts, readings, presentations, discussions and exhibition openings. 2021 will be the festival's 30th anniversary, and to celebrate it we are launching a design competition for the festival's official poster. This competition is aimed at young graphic designers, artists and illustrators from Finland, the hosting country of 2021.

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 (7.-16.5.2021)
- the location (Greifswald)
- the URL of the festival (www.nordischerklang.de)
- the figurative festival logo (trumpet bird)

Nordischer Klang stands for certain values. It is a festival for visitors of all ages and it seeks to convey inter-, multi-, and transcultural, innovative, and mostly urban art across genres. The artists featured in the festival reflect an open-hearted, welcoming, globalised and communicative North.

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 recognisable for passing cars and pedestrians. Key elements of the poster layout (such as colour schemes, graphics, or illustrative details) will also be used for the design of the festival's brochure, the website as well as other promotional materials like postcards. The winner of the contest will be asked to additionally send the design in the following sizes:

- Art size (210x280mm) for the festival brochure
- 1260x265 px for the website head (if it makes sense aesthetically the head can be a little higher/above 265 px, please have a look at <https://www.nordischerklang.de>).

Prize:

The festival organisers will create a shortlist of all eligible entries and choose the winner. The winner will be rewarded with a prize of €1,000 provided by the Finnish Institute in Germany. The prize includes taxes and dues.

Instead of the prize of €1,000, the winner can alternatively choose a journey to *Nordischer Klang* opening weekend. In this case, the festival will organise travel, overnight stays and entrance to all concerts and events taking place on 7.-9.5.2021 for the winner and an accompanying person.

In addition to the prize, the winner will be presented and portrayed in the festival's printed and online publications.

Participation requirements:

Participating graphic designers, artists or illustrators must be enrolled in or have recently graduated from a design-related degree programme at a Finnish university or university of applied sciences. Participants need to be Finland-based and are required to be either Finnish citizens or have permanent residency in Finland.

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 NOVEMBER 15th, 2020

Submissions need to be handed in via e-mail to 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 organisers, the Finnish Institute in Germany, representatives of the Caspar David Friedrich Institute at the University of Greifswald and members of the graphic designer collective GRAffisch in Greifswald. The winner of the design contest will be announced on 30.11.2020. In case of no eligible entries, 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 design will be used in the festival's marketing: this covers the permission for the festival and the Finnish Institute in Germany to publish it in their public relations and communications, on social media, in their annual report and in other digital and print media. The poster and the festival's other promotional materials will be printed in Germany at the festival's own costs. 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 the festival manager Christine Nickel at nokl@uni-greifswald.de.