

frequently asked questions

due to the fantastic response to our call-for-entries for shrinkage worldwide awards 2007, the recently-launched international open design award celebrating the best work under shrinkage umbrella, you've asked several questions that we categorised them in the frequently-asked-questions format and answered them for you.

for more information about the award, visit www.shahneshinfoundation.org

what shrinkage is?

first, throw dictionary away, then
look around
sense-it
feel-it
create-it
give-it colour, shadow, voice, ...

why an award by poster-design?

because **posters** are capable to conjure up things that are not there and make us to see effects that did not happen. We share with you what *Kuang Cu* - 3rd c. B.C. writes:

*"If we plan for a year
It is necessary to sow some corn.
If we plan for decades
It is necessary to set some trees.
If we plan for a lifetime
It is necessary to educate a man."*

what disciplines are from the judges?

they are internationally recognised individuals: architecture, art, art-critic, cultural-history, visual design, editorial, journalism, landscape architecture, philosophy, and urbanism.

cash prizes?

the winning entrants may receive cash prizes, also will have their work displayed at a special exhibition in the places of the SAP seeschau art pavilion zurich, before travelling to venues around the world; the previous shrinkage worldwide awards showcased in an array of diverse private and public places, in the USA, Middle East and Europe. as well as we have plans to publish a book on shrinkage theme which will contain the winning and commented works, plus essays.

what will the exhibition contain?

the exhibition will showcase the work of the winners and merits with static images, the entrant text, a general text.

where else will the exhibition be held?

the exhibition places are open and wide, at schools, public centres, and other institutions. if you know an institution, a community centre, a hospital, a shopping centre, a bank, or a place where the public gets-in or cross-from, please let us know the name of person in charge, and her/ his email address. your suggestions are very welcomed.

we have a lot of ideas

is there any limit for number of posters to submit?

could we design 7 posters?

as you can see the award concept is open without any limitation
if you have 7 or more ideas just go head and put it on posters
please make sure that for each poster is paid an entry-fee and is fill out a separate entry-form.

what about individuals, like me, working for bigger practices?

you [who are salaried designers] can individually enter as long as you get your entry signed by one of the partners, if you are entering under the firm name, otherwise, sign it by yourself.

can we design our posters in landscape format?

the poster-format is designed to be vertical, but if there is absolute need for landscape format in order to visualise your vision, do it, as you feel appropriate.

should i leave a border-line or a frame to the poster?

there is not any border or any frame around the poster. poster is seen as a whole without any borderline, framing.

could i send only a cd with the design for the award?

on the award brief is clearly mentioned that to be eligible to the award you need to submit the digital only. the SF does want to erase avoidable unnecessary resources, therefore, you need to send the poster in digital format.

shall i send my entry form and posters in digital-format via internet to your email address?

please follow the award brief entirely. you need to submit your entries (posters) by post to the indicated address. remember that you need submit for each poster a separate entry-form.

we are a group of young artists (designers, illustrators, photographers; can we send our individual posters in one package in order to shrink the airmail postage?

if each poster is accompanied by its own entry-form, digital-poster, and entry-fee, and all clearly labelled to avoid any exchanges between the posters.

how can i send the entry-fee?

Die Schweizerische Post
POSTFINANCE
Nordring 8
CH - 3030 Bern

Shrinkage International
Postfach 1211
CH 8700 Küsnacht Zürich

Account Nr.: 85-457980-8 CHF
IBAN : CH5609000000854579808
SWIFT : POFICHBEXXX

i have designed my poster, but i'm late. so i'm going to send it by express-post FedEx. if my poster arrives the day after deadline could it be acceptable for competition, please let us know?

as long as the stamp-date on the package/parcel will be the deadline-date and your entry arrives to the SF award secretary after 5 working days, yes your entry will be accepted and will be assessed by the jury for shrinkage worldwide awards 2007 edition.

*Enjoy making your poster[s]
Good Luck!
Shahneshin Foundation*

