

# DESIGN A POSTER MANIFESTO

THAT PROMOTES SHRINKAGE CULTURE  
IN OUR DAILY LIVES AND IN OUR  
PROFESSIONAL THOUGHTS + ACTIONS

The SF would hereby like to invite you to enter into the Shrinkage Worldwide Awards.

The goal of the awards is to seed and cultivate our shared desire for a better world. The result of the Shrinkage Worldwide Awards are multi-disciplinary, multi-use posters which explore, divulge, foster, sensitise and awaken both shrinkage culture and experience.

The completion of the Shrinkage Worldwide Awards will build the foundation for the realization of a unique, informative and educative art and design experience which contributes to the momentum of a sustainable future by providing an experience that provokes and stretches the minds of its viewers.

ENTRIES DUE:  
NOVEMBER 19TH, 2007

for more information, visit:  
[www.shahneshinfoundation.org](http://www.shahneshinfoundation.org)

#### ELIGIBILITY

This is an international award open to anyone with design ideas inspired by shrinkage culture. Enter alone or in a group. Collaborative and multi-disciplinary teams are encouraged, i.e. a designer and a scientist, or designer and a journalist.

#### PRIZES

Finalist-winning entries will be chosen at the jury's discretion and announced enter 28 December 2007. The entries will be showcased at SAP (Seeschau Art Pavilion) in Zürich and at major art and science institutions.

#### REQUIREMENTS

Submit as many entries as you'd like, send a separate submittal form and entry fee 30 EUR, and 20 EUR students (for each entry). Entries are due by Monday, November 19, 2007.

The international jurors will make their decision based on the design's simplicity, intellectuality and clarity of transmitting the message to ordinary people and professionals. Their assessment will be based on the award programme and the following criteria: clear realization of shrinkage culture, openness to all levels of nations' and societies' cultures, distinctive and those that entice the viewer to unfold and discover the shrinkage culture.

#### INTERNATIONAL JURY PANEL

Christoph Eggenberger, philosopher  
Lui Galati, designer and architect  
Stephanie Von Fürstenberg, artist  
Bettina Schulz, editor and writer  
Siamak G. Shahneshin, critic  
Kenneth Yeang, architect and author

The posters should be anonymous. Please do not print your name or any sign of identification on poster.

THERE IS A  
SENSE OF  
URGENCY TO  
CHANGE THE  
COURSE OF THE  
WAY IN WHICH  
WE INTERACT.

#### FORMAT AND SUBMISSION GUIDELINES

You must submit a labelled, colour proof with your digital file that meets the requirements listed below. Information you provide on the entry-form and synopsis will be used as your personal information and will accompany your submission should it be selected. Write legibly, be as complete as possible and double-check all spelling. Incomplete or illegible entry-forms will be disqualified. Submit a copy of your file on CD with the following specifications:

- + 350 dpi resolution
- + size A0, 841 mm x 1189 mm (exactly) yourname.tiff
- + size A4, 210 mm x 297 mm (exactly) yourname.jpeg
- + TIFF or EPS files only - CMYK colour (not RGB)
- + PDFs, JPEGs, PageMaker, InDesign and Quark files not accepted
- + synopsis-text .doc format (max 150 words) yourname synopsis.doc
- + the entry-form in paper-based print version, and signed by author. In the of a multi-disciplinary team entry the main contact person needs to sign.

Please print and use block capitals to fill in the entry-form. It is important that you read all of the information carefully before starting to complete the entry-form. You may also find it helpful to refer to the Frequently Asked Questions page [www.shahneshinfoundation.org/awards/faa.html](http://www.shahneshinfoundation.org/awards/faa.html)



#### DISK LABELLING

The labelling of your CD is necessary. Please print a directory of the contents and label your disc(s) with the following information:

- + the Shrinkage Worldwide Awards 2007
- + Your name
- + File name(s) (please use 8 characters or less)
- + File format (.TIFF, EPS)
- + File size in megabytes (MB)
- + Image size (metric)

#### submissions cannot be returned

#### POST YOUR ENTRY TO:

Shahneshin Foundation  
07 Shrinkage Worldwide Awards  
P. O. Box 1211  
CH-8700 Kuesnacht-Zürich  
Switzerland

#### BANC DETAILS

Die Schweizerische Post  
POSTFINANCE  
Nordring 8, CH-3030 Bern

Shrinkage International  
Postfach 1211  
CH-8700 Kuesnacht / Zürich

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