



74

Locarno Film Festival

4-14 | 8 | 2021

CALL FOR ENTRY

**WE ARE LOOKING FOR THE NEW POSTER FOR THE LOCARNO
FILM FESTIVAL**

INTERNATIONAL COMPETITION FOR A POSTER

For over 70 years, the Locarno Film Festival has been not only a great live event, but also a meeting point for artists and audiovisual professionals from all over the world. It is the place where, every year, we unveil a selection of the best global independent and experimental productions and host innovative outlooks and projects, to create previously unseen images together, freely. To strengthen this dialogue, this year the Festival has decided to invite international graphic designers, artists and creators to come up with the poster for the 74th edition, scheduled for August 4-14, 2021, in Locarno. It is an essential means of communication, conveying the Festival's identity and the current meaning of the historical leopard, and thus inspiring the Festival's supplemental information and advertising materials.

ABOUT US

Thanks to its long history, the Locarno Film Festival has conquered and solidified a key position among the most prestigious international film festivals. Locarno, a city in the heart of Italian Switzerland, between the lake and the mountains, turns into the world capital of auteur cinema for eleven days every August: a meeting point for thousands of fans moved by a common interest in the different facets of cinema. It's an artistic language that the Festival celebrates, supports and offers to its audience, the true soul of the event, putting together for each edition a rich, eclectic and surprising program, to be enjoyed in the magical darkness of cinemas, or in the fascinating setting of Piazza Grande, which can accommodate up to 8,000 viewers. But the Locarno Film Festival is also an important event for professionals and emerging talents in the filmmaking sector, thanks to the wide range of initiatives aimed at them in the context of Locarno Pro and Locarno Young, and for all the prestigious guests who accompany their films or are invited to receive recognition for their contribution to the art of film.



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RECIPIENTS

We are looking for graphic designers, illustrators, photographers and artists from all over the world, with no age restrictions, to interpret the Festival's spirit for the next edition's poster.

REQUIREMENTS

- The poster must evoke the identity of the leopard of the Locarno Film Festival and the event's nature as a meeting point for different visions and images
- The poster must be original. Its maker owns the rights to it and grants them to the Locarno Film Festival exclusively, with no territorial, temporal or media restrictions (including but not limited to digital use). The Locarno Film Festival also reserves the right to license the image to third parties.
- The Locarno Film Festival is entitled to modifying the content of the poster in case this is required for its use by the Festival.
- The poster will include the logos of the edition and its main partners, in predetermined positions

SELECTION CRITERIA

The selection will be based on the image's adherence to the identity of the Locarno Film Festival, as well as its originality and versatility. The appointed jury, which will be announced on December 1st, will favor ideas that can be developed in various formats and on digital platforms (website, social media, apps) as well as traditional ones (merchandising, covers of official publications, leaflets).

The Locarno Film Festival reserves the right to not use the winner's project for the annual poster campaign if it doesn't meet the criteria of the latter. Furthermore, the Festival can ask for alterations regarding the chosen poster.

SUBMISSION MATERIALS

- Personal biography (1,000 characters maximum)
- Concept description (1,000 characters maximum)
- Poster in vertical A2 format (420 x 594 mm), as a PDF (300dpi in CMYK)
- Written declaration of granting rights to use of the poster, as per the section "REQUIREMENTS"
- Optional: other image formats (e.g. square, horizontal)
- Optional: examples of applications (e.g. merchandising or social media)



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PRIZE

The chosen project will receive a cash prize of 5,000 Swiss francs (5,000 US dollars), which will also cover the compensation for the Locarno Film Festival's use of the poster. Five additional projects, which will have been deemed worthy based on the selection criteria, will receive a general pass for the Festival. All the projects will be exhibited during the Festival's 74th edition (August 4-14, 2021), in Locarno.

DETAILS AND PARTICIPATION

Submission dates: October 27 – December 1

Submissions are free of charge

Further details: www.locarnofestival.ch/postercontest

Submission enquiries: postercontest@locarnofestival.ch

DEADLINE

December 1, 2020