

# 2020 "The Yangtze River · The Future" International Public Welfare Poster Design Invitational Exhibition

## Deadline

November 30, 2020

## Curator

Zhirong Ma

## Co-curator

Wei Xu, He Huang, Liwei Liu, Rong Ji

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## Introduction

With a length of 6397 kilometres, the Yangtze River is not only the World's third longest but also the most ancient river. From the Palaeolithic age, it has become an important basin for human civilisation and evolution. The Yangtze River, means the long river in Chinese, which emphasises its length of ideological and moral influences. Here, thousands of years of splendid Chinese civilisation has been born, and it is endless.

We praise our mother river as she creates our characteristics of inheritance and innovation, along with our cultural self-confidence. This Design Invitation Exhibition themes with 'The Yangtze River · The Future', and encourages the participants to take the Chinese 5000-year culture heritage as inspiration, express their understanding of the Yangtze River civilisation by creative and diversified visual language, and endow the river with a brand new time value. The participants are requested to showcase the Chinese designers' overall spirituality of inheritance from generation to generation, and fearlessness of the challenges.

In 2021, the 15th Conference of Parties to the Convention on Biological Diversity (CBD COP 15) would take place in China. China would work with the whole world to explore a harmonious way for the commensalism of humans and nature at the height of human civilisation, with the respect and preservation of nature. Possibly, in our viewing points, each one of us could provide a unique notion for the preservation, exploitation, and development of the Eco Yangtze River.

This is the mission of design, also the further task of the Yangtze River.

We believe that every piece of outstanding design is not independent nor indifferent. They are the long-term outcome of the community's empathy, as well as the result of mankind's shared future. Therefore, one single voice is always the mutual experience of the whole community, just as we share one Yangtze River altogether.

Whether or not living at the shore of the river, we sincerely invite you to participate in this event, search for the origin of the river, break the current, and depict the future in a union.

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## Submission Guidelines

Design theme

‘The Yangtze River • The Future’

The Yangtze River is our mother river, nurturing and witnessing the prosperous city, the glorious life, and the unpredictable future. The development of the Yangtze River relies on scientific exploitation and protection. The Exhibition calls for the creative design schemes theme with ‘The Yangtze River • The Future’. Entries need to demonstrate the present reality in depth and be able to inspire others in the future. The design works require to reveal the harmonious commensal relationship between Yangtze River and mankind, provide constructive ideas and inspirations for ‘The Great Preservation of Yangtze River’, and offer constructive thinkings for the construction and wonderful future of Yangtze River Economic Zone.

## Call for works

Target domestics and overseas well-known designers, graphic designers and amateurs, staff and students of colleges and universities

## Work form

Graphic poster

## Submission

The required specification is 100×70cm (portrait layout) with a resolution of 200dpi.

File storage format: CMYK mode, JPG preview format (file naming format: name of the work-name of the author-country-region).

Provide Word documents: design description (200 words maximum), personal photos, personal introduction (300 words maximum).

## Submission Deadline

November 30, 2020

#### Submission information

Email: [nt53art@163.com](mailto:nt53art@163.com)

Contact: Mr. Cai Tel: 15151369620

## Prize

1. Each participant would receive a collection of works.
2. Each participant would receive a participation certificate from the Host.

## Submission requirements

1. All entries must meet the theme regulations, and all works must be original works designed by the author. If plagiarisms or infringements of copyright and portrait rights occurs, the Host would cancel the qualification for participation, and oneself is legally responsible.
2. The poster work must contain the "Yangtze River" element, and the work must be aesthetic, dynamic, and contemporary, with a high level of artistic appeal and visual impact.
3. Once the work is submitted, it will not be returned. Please keep a backup copy.
4. All submitters are deemed to agree to and comply with the above regulations.
5. The Host organises professional evaluations with high social and artistic standards.

## Achievement transformation and application

1. The organising committee will launch theme exhibitions of the works online and offline synchronously with massive media exposure.
2. The organising committee has the right to select works with commercial value for incubation and extension, organise authors to contact with corresponding companies and promote the transformation of design results.

## Host

Propaganda Department of CPC Nantong Municipal Committee  
Nantong Municipal Government Information Office  
Nantong Federation of Literary and Art Circles

## Sponsor

Propaganda Department, Chongchuan District Committee, Nantong City  
Culture and Tourism Bureau of Chongchuan District, Nantong City  
Nantong Artists Association

## Co-Sponsor

Nantong Cultural and Sports Exhibition Management Co., Ltd.

Nantong Art Museum

Nantong Five-Three Art Museum