

Penola Coonawarra Arts Festival Design Prize Guidelines & Entry Form

The Challenge

To create the 2013 design concept for South Australia's leading regional arts festival. The chosen design will be used for all promotional material including a full colour 44 page programme, A3 poster, flyers, website, television commercial and more. This is a great opportunity to have your work viewed by mass audiences!

The Prize

The winner will receive a fantastic prize of a \$1000 cheque kindly donated by the Penola Coonawarra Arts Festival (wouldn't that be great to put towards your next laptop or software?!) and the designers of two highly commended entries will each receive one dozen bottles of Raidis Estate wines.

The Festival

- The Penola Coonawarra Arts Festival is an annual event and the 2012 dates are Thursday, 17th May to Sunday, 27th May 2012.
- The Arts Festival encompasses many facets of the arts including visual art, performing art, music, literature, and art of food. Entries must focus on the arts and promote the festival as such (please don't focus on wine).
- During the 2012 Penola Coonawarra Arts Festival, the design prize winners will be announced and the top 10 entries submitted will be exhibited during the festival for public viewing at Raidis Estate.

The Context

The Penola Coonawarra Arts Festival focus is the arts and incorporates eclectic performances, exhibitions, workshops, Coonawarra wine and local cuisine. The Penola and Coonawarra communities combine resources to facilitate two weekends attracting national, state and regional performers and artists. Festival revellers enjoy diversity, and a range of participation options. Historic buildings, the town square, parks and streets, and numerous wineries all become event venues.

Located centrally in the lower south east region (Limestone Coast) of South Australia, Penola is renowned for its history and vibrant arts community and Coonawarra is internationally known for its wines grown in the rich terra-rossa soil.

The Competition

The invitation is extended to celebrate creativity and excellence by designing a poster to be entered in the 2012 annual Penola Coonawarra Arts Festival Design Prize and if successful your concept will be used to promote the 2013 festival.

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The Criteria

The poster design

- must convey the arts as the primary focus (or nature) of the festival;
- must create impact, be well designed, and reflect the festival content in the context of the Penola Coonawarra district;
- may be presented in any choice of colours but must also be suitable for reproduction in black and white (a limited colour palette is generally the most effective);
- the poster design/size will be amended to fit the DL programme front cover as well as a television screen for the commercial. Please keep this in mind.
- is submitted on the understanding that copyright is owned by the entrant, therefore if images have been included in the design that are not the work of the entrant, the entrant must own the copyright or have permission from the originator to use the imagery, and the inclusion must comply with the terms and conditions of the Penola Coonawarra Arts Festival Design Prize;
- MUST include the words 'Penola Coonawarra Arts Festival' as well as the dates of: 2013 9th May to 19th May.

Entry Submissions

Size and format:

- The poster design should be submitted as a hard copy (not electronically) with the dimensions of 297 mm x 420mm (A3).
- Poster designs are to be submitted securely mounted on black TV board dimensions 350mm x 470mm, with the submission form attached firmly to the back.
- The Penola Coonawarra Arts Festival committee will produce the high resolution scans for reproduction from the winning entry if required. The entrant will also be asked to supply working files and images (where applicable) to facilitate reproduction.

Judging:

- A panel of judges comprising professional designers, artists and representatives appointed by the Penola Coonawarra Arts Festival committee will judge submissions.
- The judging panel will select entries to be part of the Design Prize top 10 finalists which will be shown at an exhibition at Raidis Estate commencing Thursday 17th May 2012.
- The judging panel will also select a winner and two highly commended submissions to be announced at 10.30am on Saturday 19th May, 2012 at Raidis Estate.
- Every effort will be made to ensure the judging process is fair and professional.
- The judges' decision will be final and respected as such.

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Conditions:

- i. The competition winner will assign to The Penola Coonawarra Arts Festival committee in perpetuity all copyright and intellectual property pertaining to the form that is selected and included as part of the winning design entry.
- ii. Entrants warrant that they own the copyright in the complete form and parts that comprise the total design entry and are able to assign unimpeded copyright, in full, to The Penola Coonawarra Arts Festival committee should it be selected.
- iii. The Penola Coonawarra Arts Festival committee may at its absolute discretion use none, part or all of the winning design for any purpose and in any form or manner.
- iv. The Penola Coonawarra Arts Festival committee has the right to make minor changes to the original design if required.
- v. Intellectual property and copyright of the non-winning entries will remain with the entrants. All or a selection of entries will be displayed in the festival exhibition and chosen posters may be reproduced in exhibition catalogues and other material pertaining to the design competition.
- vi. Designers entering the Penola Coonawarra Arts Festival Design Prize absolve the Penola Coonawarra Arts Festival from any liability relating to confidentiality or intellectual property issues which any other party may raise.
- vii. By completing the entry form for the Penola Coonawarra Arts Festival Design Prize, entrants represent, undertake and warrant to the Penola Coonawarra Festival that they are legally entitled to enter and they are not breaching any intellectual property rights or copyrights in doing so.
- viii. By entering the Penola Coonawarra Arts Festival Design Prize entrants give their permission for The Penola Coonawarra Arts Festival committee, should they wish, to exhibit designs and or publish entries either in full or in part.
- ix. The Penola Coonawarra Arts Festival may undertake to include the names of the designers in promotional materials and media releases.
- x. Entrants whose designs have been selected for inclusion in the festival exhibition may need to provide additional information if required.
- xi. Delivery to and collection from The Penola Coonawarra Arts Festival committee will be the responsibility, and at the expense, of the entrant.
- xii. Designers should undertake to secure appropriate insurance cover for designs presented, if they wish.
- xiii. The Penola Coonawarra Arts Festival will not accept liability for loss or damage to property or any consequent loss or damages that may ensue.

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Entry Process

- i. The design in A3 poster format is to be submitted by:
5:00pm, Friday, 11th May 2012 via post or delivery (courier or Premier Stateliner coach freight) to:
Penola Coonawarra Festival Committee
C/- Penola Coonawarra Visitor Information Centre
Arthur Street
Penola SA 5277

NB Please ensure entry format conditions are adhered to and the following submission form is attached to the back of the poster entry.

Committee Contact

For additional information, clarification of any aspects of the competition, or to discuss alternative delivery arrangements the Penola Coonawarra Arts Festival Design Prize Co-ordinator is:

Simone Kain
PO Box 291
Penola SA 5277
Mobile: 0419 832 026
Email: design@artsfestival.com.au

Penola Coonawarra Arts Festival Design Prize 2012 Submission Form

To be completed and attached securely to the back of the poster entry.

Poster designs must be received by 5:00 pm **Friday, 11th May 2012**, via post or delivery to:

Penola Coonawarra Festival Committee
Visitor Information Centre
Arthur Street
Penola SA 5277
Phone Simone Kain 08 8737 3317 or email at design@artsfestival.com.au for delivery queries.

Name:

Address:

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School/Uni/Tafe/Business (if applicable):

Telephone: Mobile:

Email:

Short Profile (personal & professional – this section is not compulsory)

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I accept and have adhered to the terms and conditions stated in the accompanying Terms and Conditions relating to the Penola Coonawarra Arts Festival Design Prize.

Signature: Date: