

CALLING FOR
INTERNATIONAL POSTER CONTEST

"TO DEATH WITH A SMILE 2019-2020"

MUMEDI, the **Mexican Museum of Design**, represented by the **MUMEDI Foundation**, call designers, students, teachers, professionals and anyone interested in the subject, to participate in the International Poster Contest **"To Death with a Smile" 2019-2020**, to promote the exercise of good design.

Rules and Process of Participation:

I. GENERAL DESCRIPTION

PARTICIPANTS: Designers public in general or people with graphic representation background and anyone interested from any nationality over 18 years of age.

SUBJECT MATTER: It is about death, a personal consideration or approach, the meaning In your own culture, how we fear, celebrate or deal with it. It can be reflected in serious or playful way.

TECHNIQUE: Freestyle but at the end it should be put into the requested electronic file format.

DIMENSIONS: 60 cm x 90 cm, vertical.

FORMAT: Digital Format .JPG with 300 dpi's in RGB colors.

REGISTRATION: It is essential to complete and sign:

- The registration form in PDF format. (Attached at the end of this document)
- Reproduction and marketing authorization in PDF format (Attached at the end of this document)

Attach the identification of the author of the poster or poster.

EACH POSTER SEPARATELY must be registered up to three proposals per author.

HOW TO DELIVER YOUR PROPOSAL?

DIGITAL, files sent by WeTransfer.com to concursos@mumedi.org

1) Digital files of the poster

Size: 60 x 90 cm

Colors: RGB

Format: .JPG

Resolution: minimum of 300 dpi's (if the printing of your poster requires a lot of detail you can increase the resolution up to 350 dpi's.)

File weight: Must not exceed 25 MB, already in the compressed format of .jpg

File name: surname_name of the author.jpg

example: perez_jose.jpg

example: perez_jose2.jpg (In case the same author sends more than one proposal)

ONLY ONE REGISTRATION POSTER MUST BE SENT

EACH AUTHOR CAN SEND UP TO THREE PROPOSALS, BUT YOU MUST SEND THEM SEPARATELY ATTACHING THE REQUIRED DOCUMENTATION IN EACH ONE

2) Registration form (Attached at the end of this document) in PDF format, filled out and signed by the author

3) Reproduction and marketing authorization, (Attached at the end of this document) in PDF format, filled out and signed by the author

4) Copy of official identification (passport, license, ID, etc.).

DEADLINE FOR SUBMISSIONS: 9 pm on Monday, October 21, 2019.

I. PRIZES:

1st PRIZE:

1 Apple iPad Air

2 consecutive nights of accommodation at Hotel MUMEDI, breakfast included in the hotel restaurant. Valid from November 22, 2019 to November 22, 2020. Prior reservation is required, dates subject to availability. (Double occupancy)

3,000 mexican pesos gift certificate to buy at MUMEDIShop specialized design store.

2nd PRIZE:

1 Apple iPad

2 consecutive nights of accommodation at Hotel MUMEDI, breakfast included in the hotel restaurant. Valid from November 22, 2019 to November 22, 2020. Prior reservation is required, dates subject to availability. (Double occupancy)

2,000 mexican pesos gift certificate to buy at MUMEDIShop specialized design store.

3rd PRIZE:

1 Huawei Cellphone

2 consecutive nights of accommodation at Hotel MUMEDI, breakfast included in the hotel restaurant. Valid from November 22, 2019 to November 22, 2020. Prior reservation is required, dates subject to availability. (Double occupancy)

2,000 mexican pesos gift certificate to buy at MUMEDIShop specialized design store.

Popular Selection Prize:

All exhibition visitors will vote during the first month for their favorite poster and the winner will get a special printed acknowledgment.

1 Huawei Cellphone

Printed recognition granted by MUMEDI on behalf of the voting of the visitors of the exhibition as their favorite during the first month of the exhibition.

2 consecutive nights of accommodation at Hotel MUMEDI, breakfast included in the hotel restaurant. Valid from November 22, 2019 to November 22, 2020. Prior reservation is required, dates subject to availability. (Double occupancy)

2,000 mexican pesos gift certificate to buy at MUMEDIShop specialized design store.

II. DESCRIPTION

"**TO DEATH WITH A SMILE**" is a contest that presents itself as an exercise for good design, destined to stimulate creativity, so we might see the diversity and language richness in different cultures around the world, giving by every participant their own special style.

III. GUIDELINES FOR PARTICIPATION

The posters will have to be presented - without exception - in agreement to the following requirements:

- All entries must have these dimensions: 60 x 90 cm in vertical format.
- You can enter the contest as an individual or a collective with no more than three participants, in this case you must name a representative.
- Anyone can participate from anywhere in the world, but must be at least 18 years old.
- Technique is freestyle but at the end it should be put into the requested electronic file format .JPG.
- Each participant or group of participants can enter up to 3 entries, and each entry should come with a separate envelope containing all the required documents.

Each proposal must be registered SEPARATELY with the corresponding documentation.

IV. SELECTION PROCESS

After receiving your electronic files, this could be printed on different materials at the organizers discretion.

All pieces preselected will be uploaded to a web based application that will allow all jury members to select their favorites from any corner of the planet where they might be located.

CRITERION FOR SELECTION

The judging panels will take in account that the entry pieces were presented inside the guidelines of this contest. The jury will take into consideration the degree of creativity, aesthetics, originality and innovation, also the concept and message in their own criterion.

V. RESTRICTIONS AND PARTICULARITIES

- Entries that are not registered before the indicated date, will be immediately disqualified.
- Entries that use images or symbols that are registered trademarks from a third party without previous written authorization, will not be accepted.
- Employees or direct family of employees of any of the organizing parts, cannot enter the contest.
- You can present pieces that were created or published beforehand for other purposes but you must write down the circumstances and have the authorization and rights to reproduce these images.
- You must inform if the piece has been already published it should have been created after 2008.
- The organizers, sponsors and the Jury are no responsible o liable in any case the participants submit pieces that are not their original creations and involved third parties. In this case, the entry will be immediately discarded and the organizers reserve their right to initiate legal actions against the participant.
- This contest does not contemplate different categories of participants, this way the winners will stand out for the quality of their work and not their professional background.

VI. GENERAL CONDITIONS

The fact of taking part in this contest supposes from the participant to have total knowledge and acceptance of its bases and conditions. The organizers hold their right to resolve any interpretation, situation or circumstance not explicit or not foreseen in the present summons.

Any consideration not provided into this document will be resolved by the representatives of MUMEDI Foundation, Fundación MUMEDI A.C.

The participants selected pieces, give their permission to exhibit, promote, print and publish them in any printed and electronic media by the Mexican Museum of Design, Fundación MUMEDI A.C. and MUMEDI Design S.A. de C.V., who may use them as they deem convenient in order to promote the exhibition locally and internationally.

The organizers will be granted the right to put at the foot of the poster the following txt next to the authors credit:

“To Death with a Smile” Exhibit 2019 MUMEDI, Mexican Museum of Design * and the prize awarded if any.

Catalog and Exhibition: All participants must authorize the reproduction, exhibition and promotion of the images of their entries for the in case their exhibit is sent to other countries.

In the same way, each participant should acknowledge that the catalogs containing images from their entries will be sold to recover some of the funds invested in its production.

The Jury represented by members of Fundación MUMEDI A.C. and MUMEDI Design S.A. de C.V., reserve their right to declare the contest winners deserted in one or more prizes, if they consider that no one reaches the level of quality and creativity that they should have to deserve acknowledgement.

SELECTED POSTERS EXHIBITION

The Exhibition of 300 to 500 of the best posters of the contest, will take place at the Mexican Museum of Design, MUMEDI, in the month of November 2019 and until January 2020 in the Historic Center of Mexico City.

EXHIBITS CATALOG EDITION

With the electronic publication of an online catalog of the exhibition we will try to leave a sample of this interesting contest for future generations.

AWARDING PRIZES AND ACKNOWLEDGMENTS

The Jury, presided by members of the Mexican Museum of Design Council will select the entries that deserve to be awarded any of the prizes and acknowledgments.

The award ceremony will be held on Thursday **November 21 of 2019** at 8 pm at MUMEDI, Museo Mexicano del Diseño, Francisco I. Madero No. 74, Colonia Centro, México, D.F. C.P.06000

If an award winner is not present during the award ceremony, a copy of the corresponding diploma will be given to a representative chosen by MUMEDI, and the prize given to the author in a later date.

All prizes will be given in Mexico City and only the author of the poster, with the appropriate official identification documents corresponding with the information REGISTRY FORMAT. In case the author cannot receive the prize personally, a proxy, with a copy of the author's identification documents can pick up the prize.

The prizes obtained by residents of other cities in México or from another country can be sent to their city of residence by courier service of their selection. Any payments generated by the courier service, taxes and costumes charges will be paid by the winning participant.

The delivery of these awards is, economically and operationally, the responsibility of the winner.

The prizes are given to a single entry, independently from how many authors participated in the creation of the piece.

All Jury decisions are definite and final.

If you have any doubts please write us at: info@mumedi.org

POSTER COMMERCIALIZATION AT THE MUSEUM'S SHOP:

Due to MUMEDI location, it receives a great deal of visitors every month, and every one is a potential customer. This is why we are glad to offer you the possibility of selling your poster, if selected, at the museum's store.

One of the purposes of this contest is to promote the serious marketing and commercialization of poster creations. This way MUMEDI invites participants to authorize the reproduction of their poster, for the purpose of selling them at the Mexico City store and soon at our online store.

We will have strict control over the sales, and every author will be able to consult in person, by phone or email on monthly basis. Receiving 30% over the sale price before taxes, in exchange for an invoice to **MUMEDI Design S.A. de C.V.** with the same address of the museum:

MUMEDI Design S.A. de C.V
Francisco I. Madero No. 74-1
Colonia Centro Histórico
CDMX 06000
MÉXICO

Indicating our TAX ID: **MDE-080818-2EA**

The museum will make the deposit of the royalties in a Mexican account, in case of requesting an international transfer, the beneficiary will cover the expenses or commissions that are generated.

Every reproduction will have the name of the exhibition, year and authors credit.

The posters author will not have to invest any money to obtain remuneration back for the sale of their creation and also will help **MUMEDI** keep on supporting and promoting design.

If you do not wish to authorize the reproduction and commercialization of your posters, please indicate it on the Registry Sheet; this will not affect your participation in any way in the contest.

REGISTRY SHEET "TO DEATH WITH A SMILE 2019-2020" for the poster:

Title: _____

Number of participants: _____

Name and last name of all the authors: _____

(write the in the order you wish to appear in the catalog)

Telephone Number: _____

Cellphone: _____

Email: _____

Address: _____

City and Country of origin: _____

Country of residence: _____

Techniques used: _____

Has it been published before? _____

Please indicate when and for what purposes it was created:

(all entries must have been created after the year of 2008)

Name, Last Name and Signature

By signing this document, we make sure that you read the Call for Entries documents contained in the website www.mumedi.mx and agreed entirely with the all of its points and form of participation.

AUTHORIZATION FOR REPRODUCTION IN PRINTED AND ELECTRONIC MEDIA:

Date: _____ Place: _____

With this document I authorize Fundación MUMEDI A.C. and MUMEDI Design S.A. de C.V., to reproduce of the images of my poster or posters registered for this contest "**To Death with a Smile 2019-2020**", in any printed or electronic media, with the purpose of promoting the poster exhibition and the work of the Mexican Museum of Design, always indicating the authors credit, exhibition and prize received if any.

Also, I authorize that my poster may be modified so it can be visualized in 3D, in case it is selected by MUMEDI's jury to be part of a special exhibition of some of the participants work.

I Authorize.

Name, Last Name and Signature

AUTHORIZATION FOR COMMERCIALIZATION OF MY POSTER:

Date: _____ Place: _____

With this document, I authorize the reproduction of my poster registered in the contest "**To Death with a Smile 2019-2020**" to sold by the Mexican Museum of Design at their shop in Mexico City and on the Internet.

We will have strict control over the sales, and every author will be able to consult in person, by phone or email on monthly basis. Receiving 30% over the sale price before taxes, in exchange for an invoice to MUMEDI Design S.A. de C.V. or other wise that should be indicated at the time you contact us, that should be sent to the same address of the museum:

Av. Francisco I. Madero No. 74, Colonia Centro Área1, Cuauhtémoc, Ciudad de México ,06000 MÉXICO.

Every reproduction will have the name of the exhibition, year and authors credit.

Also, I authorize the commercialization of the 3D version of my poster, in case it is selected by MUMEDI's jury to be part of a special exhibition of some of the participants work.

I Authorize.

Name, Last Name and Signature