

OFICIAL ANNOUNCEMENT

DESIGN FOR CHILE



O F I C I A L A N N O U N C E M E N T

On February 27th of this year an aggressive earthquake battered vast zones of Chile, causing devastating tsunamis. The results have been shocking: cities and villages demolished, a landscape of pain that spreads along our country.

More information:

<http://earthquake.usgs.gov/earthquakes/recenteqsww/Quakes/us2010tfan.php#details>

<http://www.guardian.co.uk/world/gallery/2010/feb/27/chile-earthquake>

<http://news.bbc.co.uk/2/hi/8540289.stm>

<http://terremotochile.com/>

Facing this scenario there are multiple ways by means of which we can help and transmit hope to the ones who need it most.

It is because of this that we are calling on the National and International community of DESIGN to work from our trade to support this solidary campaign.

How?

Designing a poster which central message centers on the idea of support and hope in the reconstruction of Chile. Sending it before June 21st in the formats indicated in attached bases, and filling a copyright transfer form that accompanies every graphical piece, to the mail: ialso@designforchile.com



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What for?

Not only to stimulate and to spread hope and reconstruction of the country, but also in order to be offered as graphical products through Internet (www.comunidadcartel.com). The sales will constitute the so necessary economic contribution to A ROOF FOR CHILE (prestigious national institution with nonprofit purposes, which provides with social housings to the most unprotected social segments of chile, www.untechoparachile.cl and that today supports the national reconstruction).

Who?

National and international designers and students of the schools of Chile who will take part in the following categories:

International category:

Designers officially invited and professionals interested in taking part in this cause.

National category:

Designers officially invited and professionals interested in taking part in this cause.

Category for Design Students:

Design students from different schools of the country, from which 30 posters will be selected by a competent jury in the official exhibition of this Official Announcement, they are representatives of: COLEGIO DE DISEÑADORES, QUID, DISEÑO EMERGENTE, DISEÑO POR CHILE, CHILEAN JURY AND INTERNATIONAL JURY.

BASES

Technical specifications:

All posters must be sent mail ialso@designforchile.com, or by traditional mail in a cd or dvd ([Los Leones 2896, Ñuñoa, Santiago Chile](#)), with the following characteristics:

- Format 50 x 70 cm (19,7 x 27,5 inch).
- Free style in the execution

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- Digital compressed format, illustrator or photoshop to a resolution of 300 dpi, that guarantees reproduction of quality.
- The written message of the poster must be in the author's language, to foster the concept of international support towards Chile.
- The copyright transfer form must be completed and attached in order of the posters to be sold, as previously mentioned.
- The deadline for the delivery of the works is June 21st of the present year.

VALUES OF THE POSTERS

The posters will have a minimum sale value without a maximum upper limit since the final goal is to gather resources for the institution before mentioned. The production and distribution will be in charge of THE VIRTUAL SHOP “COMUNIDAD CARTEL”, that will officiate as intermediary with the institution Un Techo Para Chile (A ROOF FOR CHILE).

Value of posters

- size 15cm x 21cm (5,9 x 8,3 inch) = \$10.600 (US\$ 20)
- size 30cm x 42cm (11,8 x 16,5 inch) = \$15.900 (US\$ 30)
- size 50cm x 70cm (19,7 x 27,5 inch) = \$26.500 (US\$ 50)

These values do not include transport.

These values include taxes and consider 20 % of printing and 80 % of direct contribution to the institution. In case of a contribution higher that the mentioned previously, the surpluses of these contributions will go complete to the benefit of the victims of the earthquake.

Sincerely yours,

Organizing commission.

Santiago, Chile, March 2010.-