

Penola Coonawarra Arts Festival Design Prize Guidelines & Entry Form

The Challenge

To create the 2010 design concept for South Australia's leading regional arts festival. The chosen design will be used for all promotional material including a full colour 32 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 voucher kindly donated by Next Byte Apple Centre** (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 Hollick wines. A people's choice award has also been opened where the public may cast a vote for their favourite poster.

The Festival

- The Penola Coonawarra Arts Festival is an annual event and the 2009 dates are Thursday, 14th May to Sunday, 17th May 2009.
- 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.
- During the 2009 Penola Coonawarra Arts Festival, the design prize winner will be announced and all entries submitted will be exhibited during the festival for public viewing at Hollick Wines.

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 a weekend 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 2009 annual Penola Coonawarra Arts Festival Design Prize and if successful your concept will be used to promote the 2010 Festival.

Penola Coonawarra Arts Festival Design Prize Guidelines & Entry Form

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);
- may be constructed from a range of media such as photography, painting or computer generated imagery;
- 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 originator to use the imagery, and the inclusion must comply with the terms and conditions of the Penola Coonawarra Design Prize;
- **MUST** include the words 'Penola Coonawarra Arts Festival 2010 13th May to 16th 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. The entrant may 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 along with all other entries at an exhibition at Hollick Wines commencing Friday 15th May 2009.
- The judging panel will also select a winner and two highly commended submissions to be announced at 10.30am on Saturday 16th May 2009 at Hollick Wines.
- Every effort will be made to ensure the judging process is fair and professional.
- The judges' decision will be final and respected as such.

Penola Coonawarra Arts Festival Design Prize Guidelines & Entry Form

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. 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.
- 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.

Penola Coonawarra Arts Festival Design Prize Guidelines & Entry Form

Entry Process

1. The entry form, expressing an intention to submit a design is requested to be received via post or fax by:
5:00pm **Monday, 23rd March 2009.**

Addressed to: Penola Coonawarra Arts Festival Committee
Visitor Information Centre
Arthur Street
Penola SA 5277
Fax 08 8737 2206

2. The design in poster format is to be submitted by:
5:00pm, **Friday, 1st May 2009** via post or delivery (courier or Premier Stateliner coach freight) to:
Penola Coonawarra Festival Committee
Visitor Information Centre
Arthur Street
Penola SA 5277

Contact Simone Kain (see below) for other delivery options.

NB Please ensure entry format conditions are adhered to and the 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 Poster Competition Co-ordinator is:

Simone Kain
PO Box 291
Penola SA 5277
Phone: 08 8736 6006
Mobile: 0419 832 026
Fax: 08 836 6006
email: design@artsfestival.com.au

Penola Coonawarra Arts Festival Design Prize Expression of Interest

To be completed indicating your intention to accept our creative challenge to submit a Penola Coonawarra Arts Festival design entry.

This is an expression of interest not a submission form. (The submission form is to be completed and attached to your poster entry). Please refer to the entry procedure and timeline for further details and dates.

Please mail, email or fax the entry form by 5:00pm **Monday 23rd March 2009**, to:

Penola Coonawarra Arts Festival Committee
Visitor Information Centre
Arthur Street
Penola SA 5277
Fax 08 8737 2206
Email: design@artsfestival.com.au

Name:

Address:

.....

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

Telephone: Mobile:

Email:

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

.....

.....

.....

I will adhere to the Terms and Conditions stated in the Penola Coonawarra Arts Festival Design Prize document.

Signature: Date:

Penola Coonawarra Arts Festival Design Prize 2009 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, 1st May 2009**, via post or delivery to:

Penola Coonawarra Festival Committee
Visitor Information Centre
Arthur Street
Penola SA 5277
Phone Simone Kain 08 8736 6002 or email at design@artsfestival.com.au for delivery queries.

Name:

Address:

.....

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

Telephone: Mobile:.....

Email:

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:.....