

LOOK UP TO THE FUTURE!

*competition
of social
communication*

A PROJECT BY



BRIEF. POSTERHEROES PROPOSES A DEBATE ON FUTURE'S ENERGETIC POLICIES, AFTER THE DECISION TOOK BY THE ITALIAN GOVERNMENT TO OPEN A NEW NUCLEAR SEASON, INTERRUPTED BY THE 1987 REFERENDUM.

THE ITALIAN ISSUE OPENED A DELIBERATION INVOLVING THE WHOLE INTERNATIONAL SOCIO-ECONOMIC AND ENVIRONMENTAL SITUATION.

THE CONTEST REPRESENTS AN MEANS OF COMMUNICATION FOR YOUNG PEOPLE, WHO MAY EXPRESS THEIR ENERGETIC OPINIONS WHICH MAY THEN BE ADOPTED FOR A SUSTAINABLE FUTURE.

IT'S TIME TO MAKE A DECISION!

WHAT KIND OF ENERGETIC POLICIES SHOULD WE FOLLOW?

SHOULD WE FOCUS ON THE DEVELOPMENT AND THE DISTRIBUTION OF SUSTAINABLE RESOURCES TO PRODUCE ENERGY, OR SHOULD WE CARRY ON NON - SUSTAINABLE RESOURCES?

COUNTRIES HAVE NOT GOT THE ECONOMIC RESOURCES TO UNDERTAKE BOTH DIRECTIONS AT THE SAME TIME.

WOULD CONSUMERS PREFER PRODUCTIONS OF RENEWABLE ENERGIES SPREAD THROUGHOUT THEIR COUNTRIES, STRUCTURED IN A SYSTEM OF COMPETITORS, OR WOULD THEY RATHER PREFER NUCLEAR POWER STATIONS MANAGED BY PRIVATES CONTROLLING THE ENERGY COST, MOVING FROM OIL MULTINATIONAL COMPANIES TO ATOMIC ONES? IN WHAT WAY MAY CITIZENS COULD BE INVOLVED IN ENERGETIC CHOICES?

IS ENVIRONMENT STILL WILLING TO ACCEPT PROJECTS FOCUSED ON AN OUTRIGHT EXPLOIT OF NATURAL RESOURCES?

TIME IS RUNNING OUT!

ANSWER WITH A POSTER!

IMAGINE IN A POSTER-PROJECT (50X70) A POSSIBLE FUTURE OF ENERGY PRODUCTIONS BASED ON NON-SUSTAINABLE RESOURCES (COAL, OIL, NATURAL GAS, HYDROCARBON, URANIUM) OR BASED ON THE RENEWABLE ONES (SOLAR, HYDRAULICS, TIDAL ENERGY, GEOTHERMAL, FROM BIOMASSES, HYDROGEN, WIND POWER, OTHER). EXPRESS YOUR OPINION, SEND AWARENESS MESSAGES, SUGGEST NEW EXPLOITS, PROMOTE DIFFUSION, INCITE THE DEBATE, THE EXCHANGE, THE KNOWLEDGE, THE INVOLVEMENT.



“Unhappy the land that is in need of heroes”

Bertolt Brecht,
Life of Galileo
1938

REQUIREMENTS. There are no age, sex, nationality and occupation restrictions, the contest is free-for-all except for posterheroes' organizers, Plug members and their relatives.

TERMS OF PARTECIPATION. Each individual person or group can participate to the contest (in the second case a referent will be demanded) **MAXIMUM 2 WORKS.** For every script, a 500 characters description may be attached. To send your work please follow the instruction on posterheroes' web site respecting the important feature: size 50 X 70 cm at 150 dpi (2953 X 4134 pixel, max 5000 kb).

JURY. The jury is composed by:

LUCÍA CASTRO TRIAY
CRISTINA CHIAPPINI
GUNTER PAULI
MASSIMO PITIS
PAOLO TASSINARI
PASQUALE VOLPE
OMAR VULPINARI

Posterheroes has the right to appoint other jury members through the website or the newsletter.

EVALUATION CRITERIA. The jury will evaluate, as positive features of the works, the originality, the quality of execution related to the effectiveness of the message communication, the emotional effects that the poster will be able to express.

INDEPENDENT MODERATOR. Plug, as the organizer of the contest, will be responsible for regulating in an independent way the works of the jury. Plug will be the guarantor in managing the enrollment and in sending the works, according to the announcement rules.

DEADLINE. Works have to be delivered by upload on Posterheroes web site from 15th November 2010 to 15th February 2011 (12 p.m).

AWARDS. Posterheroes doesn't award any prize. Best works selected from the jury will be published on the final catalogue and they will become part of an itinerant exhibition and its related events. Posterheroes will publish, on the website, any other prize provided by sponsors.

PRIVACY. Each participant or group authorizes the organization to use any personal information under the law 196/2003, for all fulfillments needed during the course of the contest.

COPYRIGHT. A work can be nominated only by his author who declares and guarantees to hold all rights and who declares to not prejudice any third party right as well as not to violate any law in force. The author also declares to be the only holder of all moral and propriety rights.

In any case, the author raises the organization from all liability, costs and expenses of whatever nature which may be incurred as a result of the transaction.

Scripts will not present any sign or designer label that could suggest his author. The file name will be automatically renamed to preserve its anonymity.

Participants grant a definitive and irrevocable permission to Posterheroes. this license will be also not exclusive, reloadable, without royalty, giving the permission to use, exhibit in public their works providing to mention their authors and non-profit making in order to promotion of social events that will follow the contest. Any other use will be arranged with authors.

ACCEPTANCE. Participating to the PosterHeroes contest means TO accept completely ITS regulations.

POSTER HEROES friends

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INFO.

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