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**POSTER
HEROES
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TOWARDS
SYSTEMIC
FOOD

SOCIAL
COMMUNICATION
CONTEST

→08 NOVEMBER 2013
16 FEBRUARY 2014←

POSTERHEROES.ORG

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TOWARDS SYSTEMIC FOOD

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→ BRIEF

Feeding is the planet source of life, essential for a sustainable development based on the health of all living beings.
The right to have an healthy, safe and sufficient feeding is at the centre of the social debate and policies.
Food is closely related to the environment, nature, territory and the species that live in it, because the quality and the authenticity of food are linked with the agriculture and breeding. A proper behaviour towards our territory means respecting ourselves.
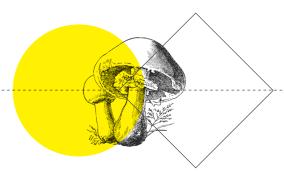
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→SYSTEMIC FOOD

Today, it is often difficult to ensure food safety, which means the quality and the sustainability in the production and in the sale of food. At the same time finding the right balance between agriculture and natural resources is extremely complex.

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WE MUST PROMOTE A BEHAVIOURAL CHANGE THROUGH NUTRITION EDUCATION AND INFORMATION CAMPAIGNS. THERE IS AN URGENT DEMAND FOR CHANGING THE FOOD SYSTEM TO ENSURE BETTER NUTRITION.

The new **food system** we must pursue is a system in which food becomes a renewable matter, where the resources go from one usage to another without waste and maintaining a close link with the people and the territory.

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The 2013-2014 edition of Posterheroes is part of a two-year project focused on *Systemic Food*, which aims at investigating the theme of food in its social, environmental and economic nature.
Posterheroes 4 will address the feeding as a cultural element, mirror of the traditions and socio-cultural changes, in close connection with the territory.
In Posterheroes 5 instead the attention will be focused on challenges about cultivation, production and logistics of food, one of the primary need of the mankind.

→ POSTERHEROES 4: FOOD AND CULTURE

Economic development and the changes of lifestyle towards a sedentary and urbanised society, led to a radical change in the food habits. This phenomenon, called the *nutrition transition*, together with the loss of the culinary traditions and the demand for low-cost products has led to a standardization of food and the loss of the concept of quality .
The consequences of these changes are both environmental and ethical and we have to face conflicting challenges: on the one hand the problem of overweight and obesity, on the other the reality of increasing malnutrition.

TODAY IT IS NECESSARY TO RENEW THE WAY IN WHICH THE FOOD THEME IS ADDRESSED STARTING FROM OUR CHOICES.

The information campaigns and the nutritional education are promoting the change towards a sustainable development among the consumers, because each of us is directly involved and influenced by production system. Today it is necessary to renew the way in which the food theme is addressed starting from our choices.

→ CATEGORIES

How can the consumer change the food system?
What choices the citizens are called to do? These questions are declined in four different aspects, with a common social impact.

The challenge of biodiversity
The maximization of agricultural production and the demand for alwaysavailable products led to the spread of non-native crops, chemically treated or genetically modified. The importance of seasonality and of local crops can be reaffirmed by the final consumer: actions and behaviours towards this claim are the challenges that creative people are called to tell.

Obesity and malnutrition
The change in lifestyle and nutrition cause a dual and contrasting effect: the problems of overweight and obesity in industrialized countries, the phenomenon of malnutrition in the developing nationalities. The daily choices that creative people are called to tell, are the way to promote a more balanced global food system.

Emigration and immigration
The contemporary phenomena of emigration and immigration are boosting a multi-cultural society, where traditions and lifestyles meet and sometimes collide. The food has a strong cultural value, and in its simplicity may become an effective way of social integration. It is necessary to rediscover the cultural identity: the task is to show us how to do this.

Territorial interconnected systems
The material and immaterial value of food cannot be claimed or imposed from above, but it must be perceived and promoted by the people in their land of origin. The food is a local and precious resource, which generates multiple systems made by an interconnection of elements. The focal point is to build a system of actors, foods and territories, in order to create the basis for a bottom-up development.

→ POSTERHEROES IS AN INTERNATIONAL
COMMUNICATION AND SOCIAL GRAPHIC
ART CONTEST ORGANIZED BY
PLUG - NON PROFIT CULTURAL
ASSOCIATION.

→ REQUIREMENTS

There are no age, nationality or profession limits, the contest is open to all, except for the organizers of Posterheroes, Plug associates, the jury or any of their family members.

→ PARTICIPATIONS TERMS AND CONDITIONS

The Posterheroes contest is open to individuals or groups (in which case a representative will be required) with the submission of up to 2 entries each.
Works can only be submitted online following the uploading procedure on www.posterheroes.org.
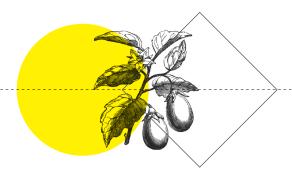Each candidate will include the following details in the electronic form:
- candidate name and surname (representative in the case of a group)
- candidate nationality
- email address
- title of the work
- English description in 500 words max.
- submission category (A_biodiversity, B_obesity and malnutrition, C_ emigration and immigration, D_territorial interconnected system);
should the work deal with more than one issue the most relevant must be indicated.
If one or more fields are left incomplete the participation to the contest will be invalidated.
Works must not present any symbols or signatures that could trace back to the authors.

→ TECHNICAL REQUIREMENTS

Files must meet the following characteristics (upon pain of exclusion):
- size: 50x70 cm at 150dpi (2953x4134 pixels)
- max 5 MB
- vertical layout
- jpg or pdf format

→ ACEPTED LANGUAGES

The only admitted languages to fill in the electronic form are Italian and English. Should the graphics contain text components, these must necessarily be in English and Italian.

→ JURY

The jury is made up of international experts of graphic arts and communications. Plug reserves itself the right to communicate on its website any possible changes to these conditions.

→ EVALUTATION CRITERIA

Considering all the posters recived the jury will select the 40 best proposals. Evaluation criteria for selection will be: originality, quality in relation to efficacy of message communication and emotional aspects expressed by the posters. Files will be automatically renamed to guarantee anonymity during jury evaluation.

→INDIPENDER FACILITATOR

Plug, as the organizer of the contest, will be responsible for facilitating in an independent manner the works of the jury.
Plug also guarantees the correct management of entries as reported in the present announcement.

→ DEADLINE

Works can be submitted starting from November 08, 2013(11:59 p.m. GMT+1) up until midnight (11:59 p.m. GMT+1) of February 16, 2014. Posters received after the established deadline will not be considered for the contest.

→ AWARDS

Posterheroes does not assign awards.
Best entries selected by the jury will be published on the catalogue of the initiative and will become part of the itinerant shows and future events which Posterheroes/Plug will organize at the end of the contest. Selected posters will be published on www.posterheroes.org within March 30, 2014.

→ PRIVACY

Each participant or group authorizes the cultural association - Plug - to handle personal details under the Italian law decree 196/2003 (Personal data protection code - Italian law), for the fulfillment of all obligations of the organization and for the correct development of Posterheroes as well as for the events which Posterheroes/Plug will organize after the contest. For any controversy concerning the contest, Italian law will be applicable. By sending the entries, participants explicitly accept, without possibility of appeal, that the competent tribunal will be the one in Turin.
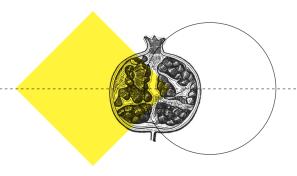
→ COPYRIGHT

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→ ACCEPTANCE

The participation to the contest implies the total acceptance of the present announcement and specifically of the following points: requirements, terms and conditions, technical requirements, admitted languages, jury, evaluation criteria, independent facilitator, deadline, awards, privacy, copyright.
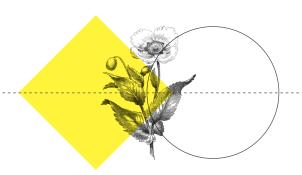
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