

INTERNATIONAL CALLING FOR  
POSTER CONTEST

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**"TO DEATH WITH A SMILE 2011"**

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MUMEDI, the Mexican Museum of Design, represented by the MUMEDI Foundation, with support of Adobe Systems call designers, students, teachers, professionals and anyone interested in the subject, to participate in the International Poster Contest "To Death with a Smile", 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 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 go through any of the Adobe Software Family. In the end it should be put into the requested electronic file format.

**DIMENSIONS:** 60 cm x 90 cm, vertical.

**FORMAT:** Digital Format .JPG with 200 dpi's in RGB colors.

**Registry Sheet:** It is necessary to complete the registry sheet for each poster you submit.

**HOW TO SUBMIT MATERIALS:** Digital files must be saved on a CD or DVD accompanied with the Registry Sheet, this document with all the guidelines and the authorization for reproduction and commercialization and send them all in a sealed envelope to the Mexican Museum of Design at Francisco I. Madero 74 Colonia Centro, México C.P 06000 D.F. MEXICO.

**DEADLINE:** 9 pm on Monday 17 of October 2011.

**PRIZES:**

**1st PRIZE:**

- 1 Adobe Premium Designer Suite CS5 Software
- 1 MacBook Air Computer
- 1 One year Total Subscription to Online training on Video2Brain
- 1 A 2,000 pesos ( 180 USD aprox ) gift certificate to buy at MUMEDIShop specialized design store.

**2nd PRIZE:**

- 1 Adobe Extended Photoshop CS5 Software
- 1 iPod Touch
- 1 One year Subscription to Online training on Video2Brain
- 1 A 1,000 mexican pesos ( 80 USD aprox ) gift certificate to buy at MUMEDIShop specialized design store.

**3rd PRIZE:**

- 1 Adobe Illustrator CS5 Software
- 1 Six months Subscription to Online training on Video2Brain
- 1 A 1,000 mexican pesos ( 80 USD aprox ) 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.

**Honorary Mentions:**

1 Month Subscription to Online training on Video2Brain

**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 go through any of the Adobe Systems Software Family in any of its versions and in 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.

**PARTICIPANTS ONLINE PRE-REGISTRATION**

Each participant must register online at [www.mumedi.org](http://www.mumedi.org) in the "CONTACT" section, in "MUMEDI's Friends" and check this option "Poster Contest". Remember it is very important to fill all the information spaces because this way we will contact and recognize the contest winners.

Also you should print the Registry Sheet ( At the end of this document ) and send it with a copy of this whole document signed on each page, inside a sealed envelope with the CD or DVD containing the digital files to the following address:

MUMEDI, Museo Mexicano del Diseño  
Francisco I. Madero No. 74, Colonia Centro Histórico, México, D.F. C.P.06000, MÉXICO

**SELECTION PROCESS**

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

All pieces received will be pre-selected and mounted at the exhibition where they will remain during a month so the different judging panels are able to select the winning pieces.

**IV. 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 with out 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 2004.
- The organizers, sponsors and the Jury are not responsible or 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 will be able to use the in any way the see fit to promote the exhibition locally or internationally.

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

“To Death with a Smile” Exhibit 2011 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 best 300 entries will be exhibited at the Mexican Museum of Design from November 2011 to March 2012 in the Downtown Historic Center of Mexico City.

## **EXHIBITS CATALOG EDITION**

With the electronic publication of a 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 February 16 of 2012 at 8 pm at MUMEDI, Museo Mexicano del Diseño, Francisco I. Madero No. 74, Colonia Centro, México, D.F. C.P.06000

## **PRIZES DETAILS:**

### **1st PRIZE:**

- 1 MacBook Air Computer
- 1 Adobe Premium Designer Suite CS5 Software
- 1 Total Subscription to Online Training from Video2Brain

1 A 2,000 pesos ( 180 USD aprox ) gift certificate to buy at MUMEDIShop specialized design store.

**2nd PRIZE:**

1 Adobe Extended Photoshop CS5 Software

1 iPod Touch

1 Annual Subscription to Online Training from Video2Brain

1 A 1,000 mexican pesos ( 80 USD aprox ) gift certificate to buy at MUMEDIShop specialized design store.

**3rd PRIZE:**

1 Adobe Illustrator CS5 Software

1 six months Subscription to Online Training from Video2Brain

1 A 1,000 mexican pesos ( 80 USD aprox ) gift certificate to buy at MUMEDIShop specialized design store.

**Popular Selection Prize:**

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

**Honorary Mentions:**

1 Monthly Subscription to Online Training from Video2Brain

The Jury can select other pieces for a special acknowledgement if they consider it is deserved.

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 on the Registry Sheet. In case the author cannot receive the prize personally, a proxy, with a copy of the author's identification documents can pickup the prize.

The prizes obtained by residents of other cities in Mé8exico o 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 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](mailto: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 costumer. 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 andsoon 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:

Francisco I. Madero No. 74-1, Colonia Centro Histórico, México D.F. 06000, MÉXICO

Indicating our TAX ID: MDE-080818-2EA

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.

## HOW TO SEND MY WORK?

All entries must be delivered in a sealed envelope containing the following:

1) All digital files must be saved on a CD or DVD with the following characteristics:

Size: 60 x 90 cm vertical format

Colors: RGB

File Format: .JPG

Resolution: min 200 dpi's ( if your images require a lot of detail you can go up to 350 dpi's. )

REMEMBER the weight of each file must not exceed 25 MB once it is compressed in the .JPG file format.

The Digital File of each poster should be named in the following manner:

last name of the author\_name of the author.jpg  
(poster number in case you presented more than one entry )

or design studio.jpg  
(poster number in case you presented more than one entry )

It is important that the name has no spaces between characters that are not letters or numbers.

2) Registry Sheet should be printed and signed (you can find it at the end of this document) and each entry should have its own set of documents inside an individual envelope.

3) This Guidelines document should be printed and signed on each page by the participant and put inside the envelope.

4) Should include a photocopy of an official identification of the participant.

5) The authorization for reproduction of the poster images on the catalog and other means of promoting the exhibition. ( included at the end of this document )  
( \*this is an obligatory requirement for participating in this contest )

6) The authorization for reproduction and commercialization of the poster through the MUMEDI's points of sale. ( included at the end of this document )  
( \*this is optional and not an obligatory requirement for participating in this contest )

All materials should be sent by courier or delivered directly to the following address:

### **MUMEDI**

Museo Mexicano del Diseño  
Av. Francisco I. Madero No. 74  
Colonia Centro Histórico  
México D.F. 06000  
MÉXICO  
Tel: +52 55 5510 8609

In this hours:

Mondays from 11:30 am to 8:30 pm and from Tuesday to Sunday from 8:30 am to 9:00 pm.

**DEADLINE: Monday 17 of October 2011.**

Entries will be received stamped no later than Sunday 16 of October 2011, and received until November 28 of 2011.

## REGISTRY SHEET "TO DEATH WITH A SMILE 2011" 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: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

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)

**Remember you have to register at [www.mumedi.org](http://www.mumedi.org) in the "CONTACT" section in " MUMEDI's Friends" and indicate the option "Poster Contest" filling in all the information required because with it, the prizes will be given.**

In case you are already registered as a "MUMEDI Friend" you can update you info data by registering again, and the system will send you a link to your email, where you will be able to put adicional information and select this contest as one of your interests.

## 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, 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

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## 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 2011" 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. 74-1, Colonia Centro Histórico, México D.F. 06000 México.

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

Also, I authorize the comercialization 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