

11th ARC Billboard Competition

Where do You live?

In Europe? In Hungary? In Budapest or in Bocföldre? On Dózsa György road? On Facebook? Or mostly just there, inside, in the free world of imagination? What is needed to define the situation of a person in 2010? Coordinates, people, bits, money or power of conception?

Beyond this: Where do you belong? Nation, class, family, friends, blood-type, workplace, club, social networks? What are those virtual or real spaces and more importantly communities where you feel at home? Or is it unimportant where you are, because solitude is what's best? What are the differences between your personality and the roles you play in the physical as opposed to the online world? Who are you as a commenter, blog writer or a member of a social networking site?

The virtual world does not only provide the illusion for the actual world, it is a part of it! Present your ideas manifested in visual form, what else could we use the virtual world for, how else could it influence our ordinary days?

Let use your imagination and humour! Practice criticism and self-criticism! Be outspoken!

In terms of artistic freedom, you can also apply with an idea independent from the official theme.

Communities, apply!

This year we are introducing an opportunity for communities to present themselves.

Communities! Prepare your own billboard/s in which you present who you are, what are your core values, what hold together the community, why is it good to be the part of it? Flavour it with humour, directness, criticism and self criticism –if there is need.

The applying association can fill an important social role, but more closed communities, functioning away from the public eye, that may be of interest to the public because of their special crazy or extreme nature may also apply.

We believe that these associations are important, because we see in them proof that behind the continuously exposed tensions and emotions there lies a more vital and flavorful World.

The 11th ARC would like to offer a chance for communities that are not held together by political, existential reasons or a lust for power to introduce themselves. To groups that share aims, interests and affections. Groups whose members help others or members of their community. People who continuously exchange ideas or simply enjoy each other's company.

Award: The ARC jury will select 6 of the applying communities and the most special and exciting ones will be presented at the 11th ARC exhibition and they will be interviewed by Le cool magazine.

Below we present the additional ARC+ competitions.

1. ARC+ Quiltline

Topic designers: Center For Giving Up Smoking, Pfizer, Médiaunió



Prevention? Shocks? Education? – We have become acquainted with all the solutions, but the camp of those who – although acknowledge how hazardous smoking is to their health – cannot quit their addiction as it has become part of their personality and their identity still remains perilously large and they don't even know that there is appropriate professional help and assistance on the road to recovery.

Today a person cannot open a pack of cigarettes without them seeing the horrible effects of smoking written in detail in large black font. In spite of this, quitting based solely on determination is only successful for two or three out of a hundred people. With support the chance of success can be multiplied! Your doctor or dispensary can help you quit.

Do you have any personal experiences? Have you quit? Do you want to quit? Or do you have an idea how to communicate on a billboard the professional help for those who want to give up smoking? Or do you want to help others quit? Do you know anyone who has given up smoking? How did they do it?

Create a billboard or a one-minute movie! Be sure to state on your work: If you want to quit smoking, turn to your doctor!

www.leszokasvonal.hu

Prize: HUF 500,000, gross

The jury will select an additional five works, which will be put on display at the 11th ARC Exhibition. The six selected works will also be put on public display in March 2011 with the logo of the Center For Giving Up Smoking.*

The winning work will be made available for the Center For Giving Up Smoking to use in future communications materials.*

**The authors of the selected works approve that their works be put on public display with the logo of the Center For Giving Up Smoking in March 2011, without any further payments made to the author. The winning applicant furthermore accepts that the Center For Giving up Smoking use his or her work unrestrictedly, without any further payments made to the author. The Center will indicate the authors name, when possible.*

2. ARC+ “You can combat poverty!”

Topic designers: ESZA Social Service Provider Non-Profit Ltd., Ministry of Social Affairs and Labour, European Commission.



Poverty is a complex social issue that affects more and more people and thus is becoming part of their identities. Who among us are living in poverty today and how can we help them? The clichés about the poor embedded in public thinking are flat and untenable. Risks are more numerous in our everyday lives than ever, anyone can lose their jobs, their home from one day to the other. At the same time we can all take action against poverty! By recognizing the causes and effects of poverty and by paying attention to those in our environment we can do a lot.

The amount of poverty can be reduced and it can be stopped from being inherited. 2010 is the European Year for Combating Poverty and Social Exclusion. Its most important message is: Poverty is unacceptable, we must combat it! We need to do more against it.

How do those living in poverty get by, what does the everyday struggle for existence mean for them? How do they solve their problems? Help raise their voice! **Through positive examples** show how we can specifically combat poverty, how we can help the poor and those living on the fringes of society! Create a billboard avoiding the stereotypical representations of the subject!

Prizes:

- 1st prize: HUF 300,000
- 2nd prize: HUF 200,000
- 3rd prize: HUF 100,000

The applicant approves of his or her works non-profit reproduction by ARC Ltd., ESZA Non-Profit Ltd., the Ministry of Social Affairs and Labour, the European Commission and its publication and duplication in book and electronic form and to this end he or she provides for organizations that do not have user rights, indefinite but not exclusive user rights, with the display of the applicants name.

3. ARC+ “It has happened to us too: we have entered.”

Topic designer: European Commission Representation in Hungary



Six years ago we entered into a community that is called the European Union. We became its full members. Did you notice or did you lock yourself in and you don't even care what is happening out there? Do you enjoy yourself here? Or would you rather move? have you found your place? Did you meet new friends? Do you get along with your neighbours? Do you talk to them often? Do you live in a community or are you an audience?

How do you see the community now? Are there mutual values, interests? Where do you see yourself, how do you see yourself there? Do you accept its values or do you distance yourself? For example, do you do anything to conserve your environment? Do you accept that we are not the same? Is it important for you to travel unrestrictedly and live freely?

Create a billboard or A0 size placard! Let your imagination and humour loose, tell us in visual form how you see the European Community and what it means for you to be a Hungarian in Europe!

Prizes:

- The best work will receive a voucher for a European destination that can be used in a Vista travel Office. The voucher is worth HUF 165,000, gross.
- The House of the European Union will move to a new place in autumn. The three most creative works will be presented on the first floor's communal space, the Europe Point**

***The applicants agree that the European Commission Representation in Hungary use their works without additional payments for the purpose of decorating the House.*

The competition conditions with regards to copyright and user rights for the ARC and ARC+ competitions are different. Please read them carefully!

Below you can read the terms and technical conditions of the competition!

COMPETITION CONDITIONS

The competition is announced by ARC Művészeti és Szolgáltató Kft. (Postal address: 1022 Budapest, Tövis u. 1/B)

Legal and Personal Conditions:

- All individual persons aged 18 and over may submit valid entries.
- Individual persons below the age of 18 may only submit entries with the consent of a legal representative.
- The competition announcer has not stipulated any conditions related to the nationality and place of residence of entrants.
- Legal entities and companies that are not legal entities may also apply.
- Groups may also apply.
- Members, post-holders and employees of the competition announcer, as well as close relatives of the former may not submit entries.

Conditions of Entry:

- Entrants may only submit creations that are their own original work. If this condition is breached, the entry will be declared invalid and the entrant cannot receive any form of prize. If it becomes known only following the award of the prize that the entry was not original, the entrant will be obliged to return the prize.
- The applicant takes responsibility for the originality of his or her own work. Furthermore the applicant takes responsibility that his or her work does not infringe upon others copyright and personality rights and that the publication of the work does not infringe any laws.
- Entrants may submit more than one work.
- For entries to be valid, the applicants must be registered on www.arcmagazin.hu, the work must be uploaded in the proper format and the applicant must accept the terms and conditions of the competition.
- If a registered trade mark of an existing product or legal person forms a part of the uploaded work then for the work to be accepted, the applicant must obtain the written permission from the legal owner.
- Organizers differentiate between existing products' fictive advertisements and existing products' hidden advertisements. In the case that an entry is said to be a hidden ad and the jury selects it for the final exhibition, the entrant, the concerned brand's legal owner and the organizer must agree to display the work.

Methods of Submitting Entries:

- Entries for the competition should be submitted electronically on the website: www.arcmagazin.hu.
- Participants should first register and accept the terms of conditions on the above mentioned website.
- Following registration, the entrant should upload the entry according to the technical conditions detailed below.
- Should the entrant wish to do so, they may prepare a description of their entry (in .rtf or .doc format).
- Entries arriving after the deadline will not be accepted.
- Please regularly check the e-mail address given on the application form during the competition and subsequently until the opening of the exhibition!
- Following the jury's decision, entrants will be informed if their entries have been selected for the exhibition. If they are, entrants will need to upload their entries in high resolution under the above mentioned options.

TECHNICAL CONDITIONS

Entries can be made in three formats: Billboard (504 x 238 cm), or A0 sized placard (84 x 118 cm) and one-minute movie. For the ARC Placard Competition ("Where do you live?") and for the "Communities, Apply!" topics entrants may apply with billboards or A0 sized placards. For the ARC+ Quitline topic entrants may apply with billboards and one-minute movies. For the ARC+ "You can combat poverty!" topic entrants may apply only with billboards. For the ARC+ "It has happened to us too: we have entered." topic entrants may apply with billboards and A0 sized placards.



With the support of MAHÍR Cityposter Kft., A0 placards will be exhibited on advertisement columns.

Entries must be submitted using the following technical parameters.

a) **Billboard size:**

- For evaluation the entry needs to be uploaded as a JPG file in RGB, 1429 pixel x 675 pixel (= 504 mm x 238 mm, 72 dpi) PC/Mac format.
- In order for your entry to be exhibited as a giant placard, it must be available as a computer file in a 504 x 238 mm size ratio (+2 mm border strip), .tif or Illustrator .eps format, 300 DPI, CMYK.
- In the case of works that would have to be individually realized, it is necessary to speak to the representatives of the competition announcer before submitting your entry.

b) **A0 size:**

- For evaluation the entry needs to be uploaded as a JPG file in RGB, 238 pixel x 334 pixel (= 84 mm x 118 mm, 72 dpi) PC/Mac format.
- In order for your entry to be exhibited as an A0 placard, the entry must be available as a computer file in 84 mm x 118 mm size ratio (+1mm border strip), in .tif or Illustrator .eps format, 600 DPI, CMYK.
- In the case of works that would have to be individually realized, it is necessary to speak to the representatives of the competition announcer before submitting your entry.

c) **One-minute movies (one-minute movies can be submitted in the ARC+ "Quitline" topic)**

- The works must be submitted in Quick Time or AVI or Mpeg format!
- The work can be created using any video, film or animation technique.

ENTRY FEE

For individuals persons, submitting is free of charge. For legal entities the fee for submission of every individual work is HUF 130,000 +VAT (HUF 156,000). The entry fee must only be paid if the jury selects the work for the exhibition.

In case for the "Communities, apply!" and the ARC+ topics. There are no entry fees for individual persons or legal entities.

DEADLINE

The deadline for submitting entries is **July 12th 2010** (midnight)
We are unable to accept entries that arrive after the deadline.

ADJUCATING, AWARDING PRIZES

Evaluation – Jury

- Entries will be judged by a professional jury, whose members are representatives of the professions and disciplines concerned (e.g. advertising, art, social sciences, criticism, civil sphere). In case of ARC+ topics the jury will have an additional member delegated by the topic designers.
- We shall publish the list of jury members on the ARC website in June, 2010.
- The competition announcer authorizes the jury to select or omit entries for exhibition at their discretion based on a system of criteria determined by the jury members themselves, as well as to award the advertised prizes at their own discretion.

Prizes

The jury decides the winner of the first, second, third and Borz Prize from entries received for the main topic and the independent entries. For the works submitted for the “Communities, apply!” and ARC+ topics the jury will review them separately.

1st Prize

2 air tickets that may be used until 16th October 2009 on any Wizz Air flight ascending from Budapest. Flights may be available depending on reservations. Tickets include airport taxes.

1 db Csepel bicycle by offer of Schwinn-Csepel

1 week pass to the 2011 Sziget Festival

Biopont shopping voucher worth 20 000 HUF and a Vodavoda shopping voucher worth 20 000 HUF by offer of Biopont

Wine package for 4 months, offered by the Bortársaság (Wine Tasting Association)

1 year subscription for Magyar Narancs magazine by offer of Magyar Narancs

A Népszabadság book and DVD package worth 10 000 HUF

1 years subscription to Sportpiac magazine

1 Big Creative Book (Nagy Kreatív könyv) by offer of Kreatív

EU gift parcel offered by European Commission Representation in Hungary

An opportunity to appear on the cover of Le cool magazine with interview. Plus, a Le cool City Guide Book package (London, Amsterdam, Lisbon) all offered by Le cool.

1 uniquely designed shirt from the Printa Artist Collection



1 unique ARC bag made of ARC vinyl banner, offered by Heart n Roll

Book package, offered by Vince Publisher

1 sketchbook package, offered by SKETCHBOOK.HU

The winning placard will appear will appear on outdoor billboard surfaces provided by Publiment or A0 size placard surfaces provided by MAHIR Cityposter



2nd Prize

2 air tickets that may be used until 16th October 2009 on any Wizz Air flight ascending from Budapest. Flights may be available depending on reservations. Tickets include airport taxes.

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Utazási Irodák
www.vista.hu



NÉPSZABADSÁG
A tájékozottság magabiztossá tesz.



The winning placard will appear will appear on outdoor billboard surfaces provided by Publimont or A0 size placard surfaces provided by MAHIR Cityposter.



3rd Prize

1 db Csepel bicycle by offer of Schwinn-Csepel



1 week pass to the 2011 Sziget Festival



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Borz Prize

The Borz Prize will be given for the fourth time to the creator of the most terrific and cheeky work. It will be awarded by ARC and Insomnia Advertising Agency jointly:

Garmin navigation system, offered by Insomnia Advertising Agency



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Audience Prize

You can vote for the Audience Prize on the Facebook page of Vista.

Direct Link: <http://www.facebook.com/?ref=logo#!/vista.utazasi.iroda>

European city visit sponsored by Vista (air tickets for 2 with airport taxes included, 2 night's accommodation at a 3-star hotel, 2 bed room). The 2 tickets may be used until 16th October 2009 on any Wizz Air flight ascending from Budapest. Flights may be available depending on reservations. The tickets include fees.



1 db Csepel bicycle by offer of Schwinn-Csepel



1 week pass to the 2011 Sziget Festival



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MTV awards the coolest, riskiest, sexiest, most buoyant, most surprising works.
Prize: A MTV statute by Gergő Kuvácsi valued at 100,000 HUF.

Prizes include the affixes and taxes.

Prize Ceremony

The prize ceremony will take place on the day of the press conference on 2nd September 2010 in the Museum of Fine Arts.

COPYRIGHT AND USER RIGHTS

On the basis of their personal copyright, entrants shall give the competition announcer permission to use their work within the limits set out below:

- The competition announcer is entitled to use competition entries in connection with publicizing this competition, future competitions and the yearly exhibition of the entries. However, in every case the name of the entrant must be displayed alongside the work.
- The competition announcer, as organizer of the exhibition, is entitled to make the work public in the framework of the exhibition as well as in an eventual catalogue, program leaflet, advertisements, internet surfaces etc. closely tied to the exhibition; with the entrants name displayed alongside his or her work.
- The entrant consents to the competition announcer reproducing their work in the form of a book or in electronic form, as well as its publication. In the interests of the above, the entrant gives the competition announcer user rights that are not exclusive but for an unlimited period provided that the name of the entrant is displayed alongside their work. As it is a key rule that the project is run on a non-profit basis, the entrant renounces remuneration.
- In connection with potential further not non-profit use of the competition entry, the entrant and the competition announcer shall conclude an agreement whereby eventual remuneration is to be divided between them.
- In case of the ARC+ “You can combat poverty!” competition the following also apply: the topic’s designers – ARC, ESZA Social Service Provider Non-Profit Ltd., Ministry of Social Affairs and Labour, European Commission – are permitted for the unlimited non-profit use of the work, always with the display of the entrants name.
- Entrants for the ARC+ Quitline competition approve that their works be put on public display with the logo of the Center For Giving Up Smoking in March 2011, without any further payments made to the author. The winning applicant furthermore accepts that the Center For Giving up Smoking use his or her work unrestrictedly, without any further payments made to the author. The Center will indicate the authors name, when possible.
- The applicants of the three selected works for the ARC+ “It has happened to us too: we have entered.” agree that the European Commission Representation in Hungary use their works without additional payments for the purpose of decorating the House.
- The works selected by the jury can only be exhibited by the competition’s announcer if the author permits their usage by the competition’s announcer in the above mentioned conditions with a printed and signed user licence agreement before the start of the exhibition.
- The given contact information provided by the candidate will be registered in the database of the competition announcer. The information will be kept confidential; it can be given to a third party only with the candidates’ express agreement.
- The registered authors approve that they should receive newsletters from ARC to inform them of actualities.

The competition announcer retains the right to change the terms stated in the competition announcement.

The competition announcer does not keep hold of the storage devices handed in by applicants. The competition takes no responsibility for them.

For further information inquire by telephone to +36-1-345-0452..

DEAR APPLICANT! YOU CAN APPLY FOR THE COMPETITION THROUGH THE WEBPAGE WWW.ARCMAGAZIN.HU. PLEASE USE THE GOOGLE’S ONLINE LANGUAGE TRANSLATION SERVICE AS OUR PAGE IS MONOLINGULAR!