

# Locarno Film Festival

## CALL FOR ENTRIES

### INTERNATIONAL COMPETITION FOR THE IMAGE OF THE FESTIVAL'S NEXT EDITION

The Locarno Film Festival is holding a competition open to all creative people in the world.

We are looking for graphic artists, illustrators, designers, photographers, artists, amateurs or just fans of the Festival, regardless of age or background, to interpret the spirit of the Festival for the image of the next edition. The winner will receive a prize of 5,000 Swiss francs and have the opportunity to see his or her project on the Festival's physical and digital platforms around the world.

In the important year of its 75th anniversary, the Locarno Film Festival is looking for creative work that can interpret and give life to its symbols and what they represent for the film and cultural universe: the recognizability of the leopard, with its spots and pawprints, the magic of the Piazza Grande and its screen, and the soul of an entire city dressed for 11 days in yellow and black.

The Locarno Film Festival is a celebration of cinema, both local and international, in which the audience has always been the protagonist. This is why the image of the edition is such a central element of our communication: it is the official invitation to discover all the stories, characters and emotions conveyed by each new edition. An eye of the Festival in and on the world.

For its 75th anniversary, it will be exciting to retrace this long journey together and discover how you have lived or interpreted our history, which is also yours. This is why we are proud to launch the second edition of the competition for the official image of the next edition of the Locarno Film Festival.

# Locarno Film Festival

## REQUIREMENTS

- The image of the edition must evoke the leopard identity of the Locarno Film Festival and the nature of the event as a meeting place for different visions and imaginations.
- The image of the edition must be original. The performer owns the rights to the work and grants rights of use to the Locarno Film Festival which must be exclusive, without limitations on territory, time or media (including specifically, but not limited to, digital use), and which may be licensed to third parties by the Locarno Film Festival at its sole discretion.
- The Locarno Film Festival has the right to change the content of the graphic concept at its sole discretion should this be necessary for the Festival's intended use.
- The image of the edition includes the logo of the edition and the logos of the Main Partners in predetermined positions.

## HOW TO PARTICIPATE

Visit [www.locarnofestival.ch/contest75](http://www.locarnofestival.ch/contest75) for all the information you need to enter the competition.

## SELECTION CRITERIA

The selection criteria are based on the cohesion of the developed image with the Locarno Film Festival identity, its originality and versatility. The jury – to be announced later – will favor ideas that can be developed in various formats and on digital (website, social media, app) and traditional platforms (merchandising, covers of official publications, brochures).

The Locarno Film Festival reserves the right not to use the winner's project for the annual poster campaign should the project not meet the Festival's requirements. The Festival may also request changes and/or adaptations to the chosen poster.

## PRIZE

The project chosen by the jury will win a prize of 5,000 Swiss francs. This prize also covers remuneration for the use of the graphic concept by the Locarno Film Festival. A further 10 projects deemed worthy according to the selection criteria will receive a general pass for the event. A selection of projects will be exhibited during the 75<sup>th</sup> edition of the Festival (August 3-13, 2022) in Locarno.

## DETAILS AND SUBMISSION

Call opening period: October 19, 2021 - January 6, 2022

Participation is free, no application fee required

To learn more and to register for the competition: [www.locarnofestival.ch/contest75](http://www.locarnofestival.ch/contest75)

## SUBMISSION DEADLINE

January 6, 2022