

**The Association of Applied Graphics and Graphic Design (AUG Design)**  
is pleased to announce  
a creative competition on the of subject

# THE WORLD WE WANT TO LIVE IN

Thanks to modern information and communication technologies as well as ease of travelling, the resulting interconnectedness of different parts of the world creates a giant global space to discuss current issues.

The topics that are important for the present and the future are especially important for the upcoming young generation. These topics and subjects, not only in the creative field, are parts of this project.

The process of finding visions that are important for future solutions constitutes a platform for discussion.

We appeal to universities and their students who specialize in visual communication to initiate a discussion about these topics by submitting their artworks and taking part in this project.

Social issues, ecology, economics, overproduction and poverty are still very strong issues.

**The project is open for students of universities from Europe, Mexico, China, and other parts of the world.**

**WE ARE INTERESTED IN COOPERATING WITH UNIVERSITIES OF DIFFERENT FIELDS OF SPECIALIZATION TO DEVELOP THIS PROJECT FURTHER.**

Project Garants

**Karel Míšek**

**Eduardo Barrera**

**Li Xu**

Partners

**J. E. Purkyně University in Ústí nad Labem, Faculty of Art and Design** Czech Republic

**West Bohemia University, Ladislav Sutnar Faculty of Design and Art** Czech Republic

**National Autonomous University of Mexico, Faculty of Art and Design** Mexico

**Hebel Academy of Fine Arts** China

**The Czech Council on Foreign Relations (CCFR)** [rmv.cz](http://rmv.cz)

**The project is open for students of universities from European Union, Mexico, China, and other parts of the world, who are able – using their artwork, a poster – to join in a far-reaching debate on the development of the world, its cultural and social values and its future.**

In preparing these posters, students have to consider challenging questions of the world's situation. Students use their creative expression in response to the following questions:

What is the nature of mutual influence of different countries, continents, and cultures? Are there open societies in the world or do xenophobic voices have the upper hand? Do barriers exist? Will break down of barriers help resolve global challenges? How do people perceive inhabitants of other continents?

The frequent occurrence of design calls for entries to create poster collections and/or competitions is generating many naïve, shallow, Wikipedia definition-based, Facebook fame-driven, artworks and in most cases, their main merit is only the aesthetic exercise.

Organizing a different, international design-driven multidisciplinary effort for propagation of relevant content by young science and humanities specialists, in collaboration with design students, will generate truly accessible posters based on professional research, targetting not only the highly educated audiences, but general public in the first place.

To achieve this concept, we strongly encourage participants to get involved in multidisciplinary co-working, thus generating not only “pretty” images, but posters/infographics in which communicating high-quality content is the main aim.

Project Garants

**Karel Míšek**

**Eduardo Barrera**

**Li Xu**

Partners

**J. E. Purkyně University in Ústí nad Labem, Faculty of Art and Design** Czech Republic

**West Bohemia University, Ladislav Sutnar Faculty of Design and Art** Czech Republic

**National Autonomous University of Mexico, Faculty of Art and Design** Mexico

**Hebel Academy of Fine Arts** China

**The Czech Council on Foreign Relations (CCFR)** [rmv.cz](http://rmv.cz)

**Project entrants: Students of art universities in the European Union, China, Mexico and other countries**

For each poster entry, please submit:

- a) PDF 100 by 70 cm, 240 ppi, CMYK color space.
- b) JPEG, 2000 by 1414 px, 72 ppi, RGB color space.

All entrants in the project agree that their work might be printed in a catalogue, put on display at exhibitions and used in the media as part of realising the aims of this project.

Exhibitions: Posters will be put on display in a virtual gallery that will be promoted as a part of the project. Information about printed posters exhibitions will be made available on our website <http://www.aug.cz/the-world-we-want-to-live-in>.

Deadline: Entries must be received by midnight on 30th April 2018 via web form on <http://www.aug.cz/the-world-we-want-to-live-in>. The form will be available starting 1st April 2018. Each participant is to submit his or her poster individually.

**Production Team**

<b>Karel Míšek</b>	Czech Republic	k.misek@volny.cz	+420 603 426 842
<b>Jakub Konupka</b>	Czech Republic	jakub.konupka@me.com	+420 602 472 387
<b>Jiří Toman</b>	Czech Republic	jiri.toman@me.com	
<b>Eduardo Barrera</b>	Mexico	ed@neurografismos.net	
<b>Li Xu</b>	China	xulidesign@hotmail.com	
<b>Lenka Sýkorová</b>	Czech Republic	lenka.sykor@email.cz	
<b>Viridiana Sarmiento</b>	Mexico	sarmientoviridiana@gmail.com	