

EQUILIBRIUM: WRIT LARGE

SGC INTERNATIONAL BILLBOARD COMPETITION

MARCH 1-MAY 31, 2011

GOOD CITIZEN GALLERY ROOFTOP BILLBOARD, ST. LOUIS, MISSOURI

This billboard project will address the conference theme Equilibrium, which explores the challenges, fluctuating forces, and continuity of print in the 21st century. The poetic tension inherent in any state of equilibrium suggests the real potential to upset the balance. The conference will raise questions of meaningful growth in times of disequilibrium.

For more information about the conference, visit samfoxschool.wustl.edu/conferences/2011sgci.



equilibrium
2011 SGC INTERNATIONAL CONFERENCE

The 14' x 48' billboard is situated in the heart of downtown St. Louis at the corner of Jefferson and Gravois avenues, which marks the intersection of two equally diverse and historic South City neighborhoods: McKinley Heights and Benton Park. The billboard faces Gravois Avenue, a major corridor into the downtown area that is visible to thousands of motorists each day.

While designs should address the conference theme, they should also maintain sensitivity to the residents who will view this work.

JURORS

Jordan Seiler

Founder, Public Ad Campaign

Inspired by his surroundings, Jordan Seiler founded the Public Ad Campaign, which acts on the assumption that public space and the public's interaction with that space is a vital component of a city's health. By visually altering and physically interacting with the public environment, Seiler believes residents become psychologically invested in their community.

Andrew James

Director, Good Citizen Gallery

Andrew James is the director of Good Citizen Gallery. Since its inception in 2008, the gallery has displayed artist-designed billboards on its two rooftop sites. In 2009, Good Citizen Gallery was voted "Best New Gallery in St. Louis" by the *Riverfront Times* and named to *St. Louis Magazine's* "A-List." Past billboards can be seen at goodcitizenstl.com.

CALENDAR

January 15, 2011	Deadline for entries
February 1, 2011	E-mail notification of acceptance
March 1, 2011	Billboard installation
March 18, 2011	Opening reception
May 31, 2011	Billboard de-installation



RULES OF ENTRY

Eligibility:

Work that demonstrates a clear engagement with print-based processes, practices, or philosophies will be considered. No offensive language or imagery will be accepted. This opportunity is open to all members of SGC International. Please either join or renew your membership through SGC International at sgcinternational.org.

Submission Procedure:

Submit a CD with TIF or PSD file formats only. Images must be CMYK, 7" x 24," and high resolution (300 dpi). Images must be clearly titled corresponding to information on the entry form, using the artist's last name, first initial, and submission number; for example, SmithJ_Image1.tif. Image files must be accompanied by a short artist statement (200-word maximum) addressing the artist's designs in relation to the conference theme; the artist statement should be included on the CD as an MS Word document. CDs will not be returned.

Entry Fee:

A non-refundable fee of \$20 must accompany the entry form and allows for the artist to submit up to 3 designs. Checks or money orders should be made payable to Washington University in St. Louis. Lack of entry fee or an incomplete entry form will disqualify the entry.

Presentation:

The billboard will be created from the submitted entry, so images must strictly adhere to stated design specifications.

Liability:

Washington University in St. Louis reserves the right to photograph accepted work for publicity purposes. Sending an entry confirms that all work submitted is original to the artist and constitutes an agreement by the artist to the conditions set forth above.

Entry Checklist:

- CD of images with corresponding image list and artist statement
- Entry form
- Entry fee

Send CD, entry form, and entry fee to:

Billboard Design Competition
SGC International Conference
Washington University in St. Louis
Campus Box 1031
1 Brookings Drive
St. Louis, MO 63130



ENTRY FORM

Please type or print clearly.

SGCI member? Please check "Yes" if so.

If not, please join or renew your membership.

Yes No

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

TELEPHONE _____

E-MAIL _____

Entry 1

TITLE _____

Entry 2

TITLE _____

Entry 3

TITLE _____

I have read and agree to the terms of this prospectus.

SIGNATURE _____

DATE _____

