

A N F A

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ANFACHEN AWARD 2017

SUBJECT „TOLERANCE“

WWW.ANFACHENAWARD.DE

The Anfachen Award 2017 is given to posters that ignite energy, inspire, stimulate and create a stir—with unquestionable passion in its second year.

THE TOPIC

The Anfachen Award 2017 wants to interpret, understand, embody and proclaim tolerance in an aesthetically remarkable and widely visible way.

A tolerant person is one who is serene in the face of paradox between social norm and reality. But how do we truly understand this word—what remains hidden behind this curious mixture of tolerance and resistance? Who lives out, needs or really even wants tolerance?

CONCENTRATED CREATIVITY

The participants are free to choose any personal, political, aesthetic or formal point of view in their approach to the assigned topic of „Tolerance“. Photographic, paint-based, graphic and typographic works are accepted. Participation is subject to the following conditions:

PUBLIC

The best 25 posters will be selected by an international jury and then displayed on billboards in Hamburg. They confront the public on busy streets and highly frequented public places to become the subject of discussion and reflection, encouraging a broad and long-lasting debate on the subject of “Tolerance”.

BORDERLESS

In January / February 2018, the selected posters will be visible in the Hamburg urban landscape for four weeks, after which they will ‘go on tour’. They will be displayed in other German cities such as Berlin and Frankfurt, and they will make an international impact in countries such as Russia, Turkey and the USA. Accordingly, both a German and an English version must be provided to the extent that language plays a role in the design.

07.11.2017	Deadline for submissions.
23.11.–04.12.2017	Exhibition of the jury members’ own works under the title “Anfachen II” at the galleries of Frappant e.V., Hamburg.
01.12.2017	The winners will be informed by e-mail of the jury’s selection of the 25 best posters.
04.12.2017	Finissage of the Jury exhibition
09.01.2018	Preview opening / Vernissage of the 25 Winners in Hamburg.
09.01.–28.02.2018	The 25 selected posters of the Anfachen Award 2017 on the topic “Tolerance” will be displayed on the streets on Hamburg and throughout the cooperation partner cities.

REGISTRATION

Registration is made via a registration form that is available at www.anfachenaward.de, which must be completed and then sent to anmeldung@anfachenaward.de.

ESSENTIAL DETAILS

A maximum of three posters can be submitted (this also applies to school classes that make the appropriate preselection themselves). The posters are to be designed in the format DIN A0 / 841 mm x 1189 mm in portrait format. They may not contain any reference to the author or owner of the rights in order to avoid any influence upon the jury. The data (TIFF or PDF in CMYK) is to be sent in low resolution by email to anmeldung@anfachenaward.de. If a poster is selected as one of the top 25, the printable data will be requested separately.

RIGHTS REQUIREMENTS

The entrant making the submission, hereinafter referred to as the designer, declares with the submission of all materials that s/he/they is/are entitled to dispose of the submitted materials according to the following:

A) the designer declares his/her consent to worldwide and perpetual unrestricted publication of the motifs in print and electronic media, as well as the representation herein described in the context of exhibitions in public space as well as in galleries and museums.

B) the designer transfers the simple right of use to reproduce, disseminate and publicly make available and/or reproduce the motifs / materials submitted to the Anfachen Award, as well as the right to display the exhibits. Anfachen Award is entitled to transfer these rights to a third party. Anfachen Award is entitled for purposes of refinancing the awards to use the transferred rights commercially, e.g. by sale of the motifs as posters, postcard fold-outs (these two forms of use limited to 3 years), and/or in the context of an exhibition catalogue.

C) the designer shall indemnify and hold harmless Anfachen Award from all claims made by third parties arising in connection with the transfer of rights or their use that may be made against Anfachen Award, and guarantees that the submitted works (text and image) are free from third party rights.

THE JURY

Suze Barrett, Hamburg, Germany
Mieke Gerritzen, Amsterdam, Netherlands
Dennis Koot, Den Haag, Netherlands
Prof. Yang Liu, Berlin, Germany
Dr. Reinhold Wittig, Göttingen, Germany

THE PATRONS

Tom Geismar, New York, USA
Klaus Staeck, Heidelberg, Germany

COOPERATION PARTNERS

In each city and country there will be cooperation partners to present the winners' posters:
Frankfurt: MudronyArchitekt / Meister & Werker

PLANNED COUNTRIES AND CITIES:

Germany: Frankfurt, Hamburg, Berlin, Munich, Dresden, Düsseldorf, Cologne
Austria: Leibnitz, USA: New York, San Francisco, Russia: Moscow
Federal Republic of Chechnya, Turkey: Istanbul, Iceland: Reykjavik, France: Paris, UK: London,
Netherlands: Amsterdam, The Hague, South Africa: Durban, Hungary: Budapest,
Poland: Warsaw, Singapore: Singapore, India: New Delhi , Canada: Vancouver

ANFACHEN AWARD TEAM

Melanie Heusel (Text), Nils Ismer (Design), Mayr PR (PR), Julia Melzner (Idea & Organisation),
Jennifer Lew Schneider (English Translation), Atelier Sperling (Website)

SUPPORTER

AWO FFH, Behörde für Kultur und Medien Hamburg, Boesner GmbH, Cristinetti – Planning
and Design, Diakonie Hamburg, Gerstaecker GmbH, Jerwitz GmbH & Co. KG,
Hamburg Kreativ Gesellschaft, KV Legal, Meister&Werker, Mudrony Architekt, Vince & Vert,
Zeit-Stiftung

CONTACT

Anfachen Award 2017 / Frappant e.V.
Julia Melzner, Initiator Anfachen Award, Executive board Frappant e.V.

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REGISTRATION FORM
ANFACHEN AWARD 2017
TOPIC TOLERANCE

First and Last Name

Contact details

Address

Telephone number

E-mail

- I agree to the terms and conditions as well as the legal rights stipulations on page three. (please mark with a cross)

Date, signature of applicant

ARTWORK: NILS ISMER (WWW.NILSPFERD.COM)



ANFACHEN AWARD

DEADLINE: 07.11.2017

JURY: SUZE BARRETT / MIEKE GERRITZEN / DENNIS KOOT /
PROF. YANG LIU / DR. REINHOLD WITTIG /

PATRON: TOM GEISMAR & PROF. KLAUS STAECK
WWW.ANFACHENAWARD.DE