



## TAKE A WALK ON THE WILD SIDE THIS FRINGE!

Calling all artists and graphic designers from around Australia and across the world! The coveted Adelaide Fringe Poster Competition is on again and the Fringe is daring artists to be more outrageous with their designs than ever before.

**The theme for the 2016 Adelaide Fringe and the Poster Competition is 'Walk on the Wild Side'.**

The winning design will be incorporated into the official branding and marketing material for the 2016 Adelaide Fringe, exposing the lucky winner's design to an audience of almost 2 million. The winner will also receive a \$2,000 cash prize and complimentary registration for the 2016 Adelaide Fringe if they would like to stage an exhibition of their work.

Adelaide Fringe Artistic Director & CEO Heather Croall and the panel of judges will be looking for ambitious designs that are outside the square and show exceptional creative flair. Be brave, think pink, hit the streets then add a splash of luminosity. Bring all of this together in one snappy design and your image could be plastered around the city of Adelaide for an entire month!

The Adelaide Fringe poster sets the tone for the overall feel of the Fringe and we're looking for something that reflects the mind-blowing month of fun and electric atmosphere that the Fringe delivers each year.

### POSTER DESIGN BRIEF

#### THEME

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The poster design must in some way interpret the theme of the 2016 Adelaide Fringe – **Walk on the Wild Side!** You can interpret this theme in any way you see fit. We encourage you to use a 'splash of pink' in your design.

#### MEDIUM

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Your poster design can be in any medium or style. Anything from digital design, to illustration, to sculpture to photography and more will be accepted for consideration. However, your final submission must be two dimensional and uploaded at [adelaidefringe.com.au/poster-design](http://adelaidefringe.com.au/poster-design).

# \* ADELAIDE \* FRINGE \*

## HOW WILL THE POSTER BE USED?

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The winning design will need to demonstrate flexibility so that it can be used in full or in part, in a variety of creative applications. The poster must be suitable for reproduction across a wide range of marketing materials, including but not limited to:

- Front Cover of the Fringe Guide
- Car Wraps
- Tram Wraps
- Outdoor Signage
- Street Art
- Digital Media
- TV Advertising
- Box Offices
- Print Collateral
- Flyers
- T-Shirts & Merchandise
- Adelaide Fringe Website & Apps
- Print Advertisements

It is important that the design can be easily reproduced, as it will form the basis of the 2016 Adelaide Fringe brand.

The design will need to be recognisable when it is very large or very small or used in part across different mediums.

Your entry must be suitable for reproduction in both colour and black & white.

You can view a gallery of past winning poster designs [here](#).

## LOGO

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The winning design will be used in conjunction with the 2016 Adelaide Fringe logo. If you wish to demonstrate how this might work in your design download a [JPG](#), [PNG](#) or [EPS](#) logo.

## FORMAT

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The design may be in any medium and in any art form such as digital, illustration, painting, sculpture or photography, however the final entry must be a two dimensional representation of these ideas.

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[buzz@adelaidefringe.com.au](mailto:buzz@adelaidefringe.com.au) [adelaidefringe.com.au](http://adelaidefringe.com.au)

Principal Partner

**bankSA**



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Arts SA

ABN 71 660 859 461

# ✱ ADELAIDE ✱ FRINGE ✱

You must upload a digital version of your poster design to [adelaidefringe.com.au/poster-design](http://adelaidefringe.com.au/poster-design).

If your entry is a physical piece or artwork such as a painting or a sculpture, please consider uploading a photo or scan of your design.

You will need to submit your entry as a PDF or a JPEG file under 5 MB in size.

Once the winner is chosen, you will be required to provide a layered Photoshop or InDesign version of the poster with a minimum resolution of 300DPI at A1 size (594x841mm) or a scalable vector/EPS file - please keep this in mind when creating your submission.

## ELIGIBILITY

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There is no entry fee and as this is the open access nature of the Adelaide Fringe, anyone is invited to submit an entry into this competition, whether you live in Australia or overseas.

You may submit more than one design for consideration into this competition.

## TIMELINE

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All design submissions must be made online at [adelaidefringe.com.au/poster-design](http://adelaidefringe.com.au/poster-design).

Entries must be received by 5pm, Friday 4 September 2015 and must be accompanied by an official Fringe poster entry form that can be downloaded at [www.adelaidefringe.com.au](http://www.adelaidefringe.com.au).

The winner will be notified by 25 September, 2015. The winning entry will be featured at a media poster launch in October 2014 that the winning artist will be invited to attend.

## JUDGING

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Entries will be judged by the Adelaide Fringe Director, Creative Producer and the Head of Marketing & Business Development.

Adelaide Fringe Artistic Director & CEO Heather Croall and the panel of judges will be looking for ambitious designs that are outside the square and show exceptional creative flair.

We encourage you to be brave, think pink, hit the streets then add a splash of luminosity.

The Adelaide Fringe poster sets the tone for the overall feel of the Fringe and we're looking for something that reflects the mind-blowing month of fun and electric atmosphere that the Fringe delivers each year.

Entrants that use pink in their poster design will be looked upon favourably.

# \* ADELAIDE \* FRINGE \*

## Terms and Conditions

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Entries must be received by 5pm, Friday 4 September 2015.

If you use any images you haven't created yourself you must own the copyright for the images or have permission to use them in your design.

Late entries will not be accepted.

The competition winner shall assign to Adelaide Fringe Inc. ("Adelaide Fringe") in perpetuity all copyright in the image that is selected as the winning entry ("the image").

You warrant that you own the copyright in the image and/or parts that comprise the image and are able to unimpeded assign copyright in full to the Adelaide Fringe.

Adelaide Fringe may at its absolute discretion use part or the entire image for any purpose and in any form or manner.

Entry forms must provide complete contact information: your name, name of institution or design firm (if applicable), mailing address, telephone, and email. Incomplete information may cause your entry to be disqualified.

Submissions that do not meet the deadline or technical specifications will be disqualified.

The judges' decision is final and no correspondence will be entered into.

The winner will be notified by telephone and or email by Friday 25 September, 2015.

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