

POSTER SAFARI

×

ZURICH DESIGN WEEKS.

Call for
Participation
2024



Poster Safari

The Poster Safari project is a group exhibition in public space with works by 20 selected visual designers, graphic designers and design agencies. During Zurich Design Weeks, the posters will be displayed throughout the city centre (Kreis 5).

An interactive map captures all the locations, allowing visitors to track down the posters in the real urban environment. These can be discovered on your own or together on guided tours. The posters can be scanned on site using a smartphone camera, whereupon the animations are displayed directly in the surroundings. This offers new levels of narrative and experience. All participating design agencies and graphic designers from Poster Safari 2023 can be found on the website and on Instagram: postersafari.ch @postersafari

Become part of the biggest design event in Switzerland and contribute to shaping it – Apply now for one of the 20 poster spots!

Zurich Design Weeks

The Zurich Design Weeks are the largest design event in Switzerland. Once a year, they invite a wide audience to visit various exhibitions, installations and events. Ateliers and stores open their doors, established brands present their novelties and designers give an insight into their work. The three-week festival brings together established events and institutions and offers an extensive supporting program with talks, city tours and workshops. The wide range of formats for participation makes it possible to cater to the different needs of the participants and to offer a platform to all design disciplines. The Zurich Design Weeks unite people who create and develop design, work with it and enjoy it.

The third edition of Zurich Design Weeks has a lot of good news in store. It focuses our attention on progress, sustainable ideas as well as small and large innovations that make us optimistic.



Topic

With the theme of GOOD NEWS, we are putting the good news from the world of design in the spotlight, offering them a stage. Because design makes the world circular, diverse, functional, inclusive, pleasurable.

The Poster Safari fits into this theme, which you can interpret freely on your poster.

Participation

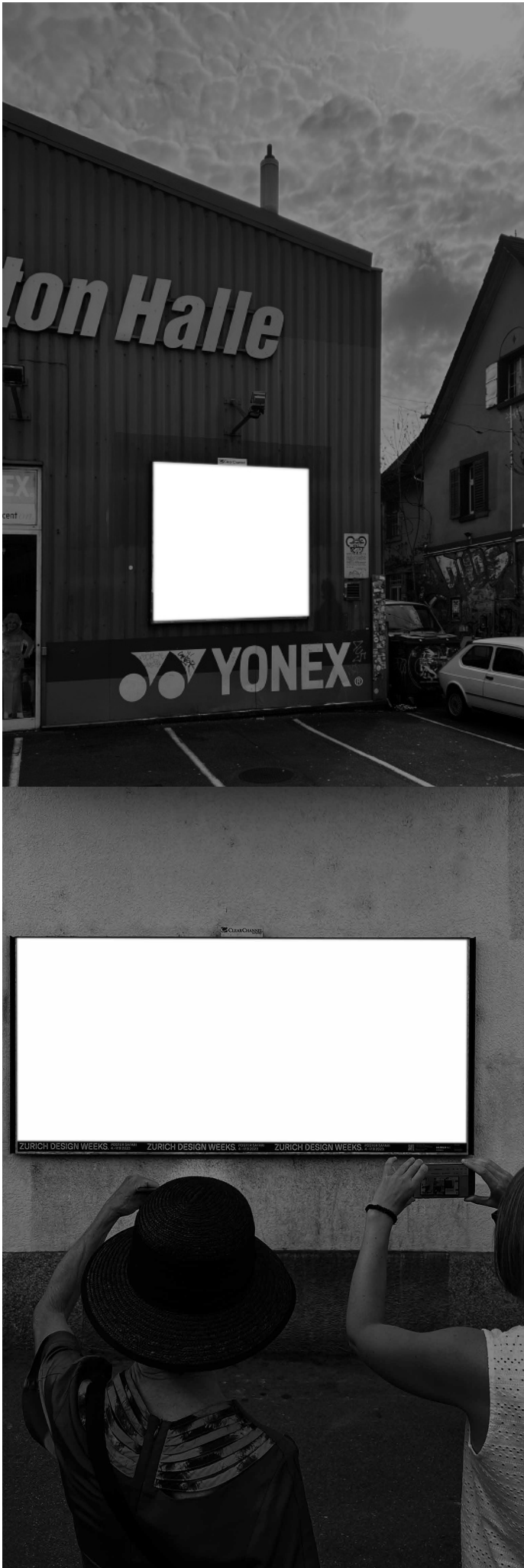
- Application for participation in the Poster Safari with portfolio (pdf or website) by e-mail to alp@designweeks.ch by 03.06.2024 latest. Participation is final.
- Based on the portfolio, a jury of six will select will select 20 participants who will then freely design a poster on the given topic GOOD NEWS.
- All visual designers, graphic designers and design agencies based in or from Switzerland are admitted to the selection process.
- A participation fee of CHF 200 (contribution towards expenses) will only be charged for final participation.
- The selected participants will receive a public platform with the Zurich Design Weeks and an invitation to an event with drinks reception.

Jury

- Erich Brechbühl (Weltformat Festival, AGI, Mixer)
- Gabriela Chicherio (Zurich Design Weeks)
- Ursina Landolt (Poster Safari, Atelier Landolt Pfister)
- Jiri Oplatek (Claudiabasel, HGK Basel)
- Lea Pfister (Poster Safari, Atelier Landolt Pfister)
- Sara Zeller (Museum für Gestaltung)

Partner

- Clear Channel (billboard places)
- Setaprint (poster printing)
- Museum für Gestaltung (archive)



Delivery / scope

- A detailed briefing will follow for the selected designers when they are announced.
- Each designer will be assigned a specific location and format (F4, F12, F24 or F200). The poster realisation can respond to the context of the surroundings.
- Your (company-)name will be printed on a black strip at the bottom of the poster, together with the Zurich Design Weeks logo and the main partners of this project.
- A short text (max. 500 characters) about you or your studio, website, Instagram etc. is to be submitted for the website postersafari.ch.
- For curatorial and mediation purposes, we need a short comment on the design process and the poster idea (will not be published).
- In addition, an animated three-dimensional version of the poster is desired and must be realised in the design process (gif would also be possible). Further information on this will follow in the briefing.

Dates / procedure

- by 03.06.2024
Application for participation in the Poster Safari with portfolio (pdf or website) by mail to alp@designweeks.ch. Participation is final.
- by 17.06.2024
Judging, i.e. selection procedure and subsequent announcement of the 20 selected graphic design offices, agencies, designers. Poster locations, formats and specifications will be communicated at this time. Transfer of participation fees by invoice within 10 days.
- 17.06.–19.08.2024
Design process
- by 19.08.2024
Submission of final data and texts/comments by e-mail to alp@designweeks.ch
- 12.–29.9.2024
Implementation of Zurich Design Weeks
- 16.–29.9.2024
Display period Poster Safari

Contact

Atelier Landolt Pfister: alp@designweeks.ch

