



**COMPETITION FOR DESIGNERS 2012
GAGAVARA – CREATE YOUR OWN HERO**

SUBMISSION DEADLINE JANUARY 2013

PREVIOUS PARTICIPANTS

Australia · Belgium · England · Estonia
Finland · India · Germany · Netherland · Poland
Portugal · Scotland · USA

REGISTRATION

Please register by sending an e-mail to
registration@pinpsonc.de
Your participation will be confirmed.

gagavara* – create your hero

pinconc 6 Briefing

“Let’s be realistic: try the impossible!”

Che Guevara

2012 DESIGN COMPETITION

Odysseus, Che Guevara, Princess Diana or Lady Gaga?

Who are your personal heroes?

This year we want you to become visionaries and creators and present the world with your very own hero. What physical qualities has he got, what character traits does he possess, how and where does he live? What makes your hero a hero? Create your personal definition and then design your hero and show his story.

To approach the topic we will also be investigating the following questions:

Do heroes still exist for you in our present society? If so, are there any new archetypes? Which hero would you wish to see in today’s world?

DEADLINE JANUARY 2013**TASK****I. Brain storm**

- Make a list of your personal heroes (real and fictional)
- Formulate your personal definition of hero

II. Hero creation

- **Create your own hero** and the world in which he/she lives
- **Tell a visual story** about your protagonist

SUBMISSION

- A list of your personal heroes
- Your concept and your definition of a hero
- Series of images consisting of the hero’s image and sequence of images of his/her story
- 1. designs for print in 300 dpi and
2. for the web in 72 dpi, maximum size of 700 x 500 pixels
- free choice of style (2D or 3D, illustration, collage, sewing, modelling....)

PRICE

The winner will be awarded with a money prize.

(The amount of the money will be announced).

Best works will be shown to the public in the pinconc online gallery, an exhibition in Berlin and a catalogue.

CONTACT

Raija Holm raija@pinconc.de

Sasha Ediger sasha@pinconc.de

What is pincponc? pincponc - the International Design Network has been inviting students from around the world to „play pincponc“ since 2003. The participants work simultaneously on the same topic and look for their very own graphical solutions. (The exchange center is the online platform www.pincponc.de.) The courses are coordinated and directed from Germany and England by Raija Holm und Sasha Ediger. The students are supervised in collaboration with the teachers at the partner universities. In the end of the project the best works are chosen by an independent jury and presented to the public in the pincponc online gallery. We also organise a joint exhibition and publish an exhibition catalogue. // Is there in the era of globalisation still a design identity? How do students in different countries approach the same topic? We are looking for similarities and differences, are discovering the other cultures and are delighted every time about the variety of works created. pincponc quickly found international response - participants so far are Australia, Belgium, Germany, Estonia, Finland, Great Britain, Holland, India, Poland, Portugal, Scotland and the USA.

EXAMPLE 2007/08 The rising stars - European cooperations

To the 50th anniversary of the EU pincponc invited design students from three member states to work together on the topic „Successful European cooperations“. At the end of the project the students from Germany, Holland and Poland came together for a creative week in Hanover. Together, we have delved in the subject, have got to know each other better and created jointly graphic collages.

The best work has appeared in a 52-page calendar. The former Lower Saxony Minister and recent Federal President Christian Wulff wrote the foreword for it. The conclusion was an exhibition at the gallery Spandau and a reception in the Guesthouse of the Government of Lower Saxony, where the Minister for Science and Culture Lutz Stratmann also recognised the works.

EXAMPLE 2009/10 A DAY ON EARTH In the fifth round of pincponc we have examined what are the cultural, sociological and not least graphical differences worldwide. Is everyday life everywhere the same? Students from eight countries have accompanied a person of their choice for 24 hours. They documented and commented their observations through photography, illustration, animation and video. The results provide an unusual insight into other worlds and cultures. Thanks to several sponsors the winners have able to present their work in person at the vernissage in Brussels. In addition to the catalog we composed a CD-ROM with interactive works and films.

PINCPONC 2012-2013 Gagavara - create your own hero. For the first time, there will be two prize categories. Students and also all graduated designers can participate in the competition. We look forward to the new heroes! Raija Holm and Sasha Ediger

WHAT IS PINCPONC

INITIATORS

Dipl. Des. Raija Holm raija@pincponc.de

Dipl. Des. Sasha Ediger sasha@pincponc.de

HEADQUATER

Wicherstraße 53

10439 Berlin

GERMANY
