

CATEGORY C / FOR PROFESSIONALS AND STUDENTS

"THE BEST INTEREST OF CHILDREN AND YOUTH."

ORGANIZERS: UNIVERSITY PROGRAM ON HUMAN RIGHTS AND THE NELSON MANDELA CHAIR OF HUMAN RIGHTS IN THE ARTS OF UNAM, AMNESTY INTERNATIONAL MEXICO, AND THE AROCENA MUSEUMS OF TORREÓN COAHUILA AND FRANZ MAYER OF MEXICO CITY

IT WILL BE AN ESSENTIAL REQUIREMENT TO REGISTER YOUR POSTERS TO BE REGISTERED IN OUR WEB ICONOGRAPHIC SYSTEM BEFORE FEBRUARY 27, 2024. AFTER THIS DATE YOU WILL BE REQUESTED FOR A CONTRIBUTION OF 12 DOLLARS TO REGISTER IN THE SYSTEM. GO TO: carteles.bienalcartel.org

1. Professionals and students of any age dedicated to design, photography, plastic arts, communication and related practices may participate, regardless of gender or nationality may participate with unpublished posters created for the purposes and objectives of this category.
2. Participants may submit a maximum of **FOUR POSTERS** or **A SERIES OF POSTERS** for consideration by the selection committee, in each of the categories that correspond to them as professionals or students in this call.
3. Representation techniques are free.

THEME.

4. Participants may submit unpublished posters on the theme:
"THE BEST INTEREST OF CHILDREN AND YOUTH."

The foundations of this category are based on the urgency of raising awareness about an extremely contemporary issue, which is the rights of children and youth. In this sense, the poster can be a vehicle that opens a dialogue for civil society to take actions that reinforce the participation and rights of future generations responsible for continuing the sustainability of life on planet Earth. The objective of this category is to communicate, in a precise, sensitive, and humane manner, how children and youth are the most tangible hope for our future, inviting us to recognize their importance and respect their human rights. Crucial issues can be expressed appropriately in the poster to make each child or young person an agent of the urgent change we need.

For further information on this theme, visit: <http://www.pudh.unam.mx>, <https://www.amnesty.org/es/>, and <https://www.unicef.org/es/convencion-derechos-nino/convencion-version-ninos>

DIGITAL REGISTRATION FOR THE COMPETITION.

5. From January 31 to May 30, 2024, participants must digitally register their work(s) through the website www.bienalcartel.org, following the provided filling and registration instructions.
6. Participants should digitally register their work(s) on the website www.bienalcartel.org following the provided filling and registration instructions.
7. The technical specifications for the digital files submitted to the competition should be:
HIGH RESOLUTION

Size: 70 x 100 cm in height (vertical) or 100 x 70 cm in width (horizontal).

Resolution: 300 DPI

Color: CMYK

Format: JPG
8. The selected posters will be part of the collection on the theme **"THE BEST INTEREST OF CHILDREN AND YOUTH."** The University Program on Human Rights, the Nelson Mandela Chair of Human Rights in the Arts at UNAM, Amnesty International Mexico, and the International Poster Biennial in Mexico AC will promote the edition and presentation of this collection, respecting the credits of the authors in various print and electronic media as part of their dissemination campaigns. The first copy of the selected posters will be printed using HP technology by the International Poster Biennial in Mexico AC to be exhibited at the Franz Mayer Museum at the end of October 2024, as well as other cultural venues decided by the organizers of this category.
9. The organizers of this category are authorized to reproduce the selected posters from the competition, whether in catalogs, for exhibitions, in promotional materials, electronic media, and events, nonprofits, always respecting the credit of the authors.
10. Likewise, authors will be requested to provide their consent, without payment of rights, for the use of their work by NGOs and interested institutions for the rights of children and youth, as well as in the promotion of the Best Interests of children and youth.

11. Each selected participant will receive a 30% discount in the online store or physical sales spaces at events organized by the BICM for the purchase of catalogs of the 18th BICM.
12. All participating posters will become part of the archive of the International Poster Biennial in Mexico AC, and the selected ones will be preserved in Casa Cartel, a space created for this purpose by UASLP.
13. The organizers reserve the right to reject the participation of posters considered offensive to the ethics or culture of any country, as well as those that do not comply with the stipulations of this call. We suggest avoiding the use of lascivious images that violate public spaces.
14. The organizing institutions, in mutual agreement, will form a selection committee for the works participating in this category. The selected posters will be part of the finalists' exhibition and the collection on the theme called, which will be published in the catalog of the 18th BICM. The selection will be presented to the international jury to determine the award-winning posters in this category.
15. The results of the selection of finalists in the various categories of the 18th BICM will be published on the website: www.bienalcartel.org and on social media: @bienalcartel, on Friday, August 30, 2024.
16. The international jury, in person, will review the finalist works in the various categories during the last week of October 2024 and will announce the prizes for each of them at the award ceremony and exhibition opening, which will take place at the Franz Mayer Museum on Tuesday, October 29, 2024, at 7:30 PM.
17. The jury's decision will be final, not subject to appeal, and cannot be challenged or subjected to any form of recourse by individuals or entities. Prizes in any category may be declared vacant if deemed appropriate. Likewise, the jury will be empowered to resolve any other incidents that may occur and contravene these guidelines.

CATEGORY C PRIZES.

First Prize "Vicente Rojo Almazán": (One hundred thousand Mexican pesos)

Economic prizes for the winners of the first places in the various categories are awarded only if there is a sponsor to cover them. Otherwise, only gold medals and diplomas will be awarded.

Second Prize: Silver medal and diploma.

Third Prize: Bronze medal and diploma.

The economic prize will be delivered directly by the potential sponsor. The BICM will award the medals and diplomas signed by the international jury.

SPECIAL CONSIDERATIONS WHEN PARTICIPATING IN THIS CALL.

A. Participants agree that, by registering unpublished works in this category, they cannot be published digitally or physically, nor entered in other competitions before the award date of the 18th BICM: October 29, 2024. Otherwise, the selection committee will subject posters that compromise this consideration to disqualification.

B. All received posters will become part of the archive of the International Poster Biennial in Mexico AC.

C. If the format, support, reproduction medium, or circulation of your work does not fall within the clauses stipulated in this call, write to us at hola@bienalcartel.org.

ALL PARTICIPANTS WILL BE INVITED TO POSSIBLY CREATE AUGMENTED REALITY VERSIONS OF THEIR POSTERS. PARTICIPANTS CAN ALSO SEND US A BRIEF VIDEO PRODUCED ON THEIR MOBILE PHONES IN HORIZONTAL MP4 FORMAT EXPLAINING BRIEFLY (UP TO 2 MINUTES) THEIR CREATIVE PROCESS ON THE SELECTED THEME.