‘HERO IMAGE’

DESIGN BRIEF

AND TERMS & CONDITIONS

COMPETITION PARTNERS:
Fringe Manila is the FIRST ‘fringe’ arts festival to be staged in the Philippines. Joining a network of over 200+ other independent Fringe festivals across the world, Fringe Manila shares a common goal for showcasing daring, diverse and contemporary artistic practice.

Fringe festivals have a broad demographic appeal, due to the diversity of events on offer. With emerging artists programmed alongside established companies, across genres including music, dance, comedy, theater, literature and the visual arts, Fringe encourages audiences to step outside of their comfort zone and engage with the full diversity of artistic practice in this city and country.

Across 18 days, from February 12 to March 1, 2015, Fringe Manila will take over venues across the City of Manila, bringing art to everybody. Join us on the journey!

Fringe. Global awareness. Local focus.
What does Fringe do?

Fringe works with independent ARTISTS across artistic disciplines that include...

DANCE  SPEAKED WORD  COMEDY  THEATER  LITERATURE  VISUAL ARTS  MUSIC  CABARET

to present works at independent VENUES across Manila...

+

Fringe also produces its own program of free and profile building events to bring audiences together and build brand awareness for Fringe and our artists and venues, including...

**Fringe Club**
The HUB of the festival. A central gathering space of art and culture for audiences and artists alike.

**Fringe University**
Fringe University. Building opportunities between students, artists and audiences.

**Street Theater**
Bringing art and performance to the streets of Manila, the Street Theater program will celebrate MNL outdoors.

**Opening Night**
An Audio Visual feast to kick start the Fringe. THE party to open 18 days of art and culture in MNL.

**Workshops**
Sharing the experience of artists with other artists and their audiences. A series of talks, seminars and workshops during Fringe.

**Fringe Review**
Fringe Review will be the source for audience reviews of Fringe events. Giving audiences a voice in 2015.
The 2015 Design Theme

‘Halo-halo’

Halo-halo is a uniquely Filipino icon. A crazy mix of ingredients that, on first introduction, you would not expect to work together or complement each other. But they do. It’s a colorful, surprising, refreshing and pleasurable dish. It is also influenced by cuisines from across the world, but the outcome is uniquely and unmistakably Filipino.

Halo-halo provides a useful metaphor for Fringe. An internationally recognized arts festival that, through the engagement of local artists and venues, will create a uniquely Filipino celebration. A mishmash of different artistic practices and styles, mixed together in one festival, for audiences to taste and discover. Fringe will showcase a diverse range of events that will complement each other and encourage audiences to step beyond their traditional engagement with the performing and visual arts, and take a risk to embrace the true diversity of artistic practice in this city and country. Fringe Manila 2015 will be an explosion of color and noise, as Fringe takes over Manila for 18 days and nights.

For the first Fringe festival to be staged in the Philippines, we feel that Halo-halo is not only a relevant metaphor for Fringe itself but also an iconic image that will help brand our 2015 festival as internationally connected, but locally focused.
The Brief

Fringe Manila, Choose Philippines and Orange Segment Print and Design Studio are calling on artists and graphic designers to create a ‘Hero Image’ design that reinterprets the classic Halo-halo into an iconic design/image that will brand and identify the Fringe Manila 2015 festival.

DEFINITION: ‘Hero Image’
An iconic image or design that will brand ‘Fringe Manila 2015’.
It will be used to promote the Fringe across all visual mediums.
It will define the Fringe and represent its unique personality.

The image should be bold, simple and contemporary. It should catch the interest of our major demographic, the 18-30 year old market. It should be reproducible across a variety of mediums and be able to be manipulated across a variety of marketing materials.

The medium to be used is at the discretion of the artist. Be it photoshop or photography, collage or drawing, sculpture or stencil, lithography or painting, B&W or color, realist or abstract, or a mashup of all of the above. We encourage a creative approach to the use and application of mediums and materials, as well as to the interpretation of the theme.

However, the final output must be submitted to Fringe in a 2D format, as its subsequent use and reproduction by Fringe will be exclusively 2D.
Things to Consider

THE LOGO

This is our Logo. It is something we use 24/7/365. The Hero Image needs to sit alongside this logo comfortably. The Logo and the Hero Image will be best friends. They go everywhere together, and you'll rarely see one without the other. So the Hero Image needs to be designed with consideration to how it will sit alongside the Logo.

THE LOOK AND FEEL

In addition to the above Logo, our 'look and feel' forms part of our year round brand identity, and it is founded on the geometrical colorful triangles you see throughout this document. We want the Hero Image to reference the 'look and feel', to maintain a connection to our year round brand. This can be done boldly or subtly. You decide.

THE DEMOGRAPHIC

Fringe has a broad audience base. But our largest market is those in the 18 - 30 age bracket. Keep this in mind when you are conceptualizing the Hero Image.
Things to Consider

DON’T BE RUDE

It’s pretty obvious, but has to be said. Keep it clean, keep it polite, keep it respectful. Enough said.

NO WORDS

A picture says a thousand words. The Hero Image should not incorporate any text.

(C)

The Hero Image must be an original creation. It should not contain content from other artists or from any source that is copyrighted or trademarked.
The Final Consideration

Your design will need to demonstrate that it can, in full or in part, be used across a variety of mediums, sizes and formats. The Hero Image will be seen on;

- Fringe Posters
- The Official Fringe Magazine (Cover Image)
- Street Banners
- Venue Banners (Landscape and Portrait orientations)
- fringemanila.com website
- Social Media platforms
- Fringe letterhead
- Billboards
- Calling Cards
- Merchandise
- to name but a few.

When conceptualizing the Hero Image, consider how it will work in all of these formats (and more). How can the Hero Image be designed in such a way that it can be manipulated/dissected/reinterpreted across all these mediums?

Be Inspired.

Not sure where to begin? Other Fringe festivals around the world hold similar competitions. It provides a great opportunity for an emerging designer to get their work out in the public realm, or give an established artist an opportunity to showcase their diversity. Want some inspiration? Just google ‘Fringe Festival Poster” and you’ll find hundreds of examples. Use them to draw inspiration. But don’t forget, we want something uniquely Filipino, something Halo-halo.

Good luck!
Submission Requirements

1. The Hero Image entry must be submitted in pdf or jpeg format (maximum file size of 5Mb).
2. The Hero Image entry must be accompanied by a completed Entry Form which can be downloaded from fringemanila.com/design.
3. The winning entry will be required to provide, to the Fringe, a layered Photoshop or Indesign version of the entry at a minimum resolution of 300DPI at A1 size (594x841mm) or a scalable vector/EPS file.
4. All entries must be submitted via email to hello@fringemanila.com with the SUBJECT heading ‘FRINGE MANILA HERO IMAGE 2015’.

Terms and Conditions

A. There is no fee to participate in this competition.
B. Anybody from anywhere on the planet is welcome to submit an image/design (hereinafter known as the ‘Entry’ or ‘Entries’) or multiple Entries.
C. The Entry must respond to the theme ‘Halo-halo’.
D. Entries must be submitted no later than 5pm, Monday November 3, 2014. Late Entries will not be accepted.
E. Each Entry must be accompanied by an Entry Form, which must provide complete contact information. Incomplete information may cause an Entry to be disqualified.
F. Entries that do not meet the specifications as outlined will be disqualified.
G. The competition winner will be decided by a panel comprised of the Manila Fringe Festival Inc. Board of Trustees and other nominated guest judges. Their decision is final.
H. The competition winner will be notified by telephone and/or email on Thursday November 13, 2014.
I. The competition winner will be entitled to the following prizes:
   (1) PHP10,000 in cash courtesy of Manila Fringe Festival Inc. and (2) a maximum of PHP20,000 worth of printing and fabrication services only, courtesy of Orange Segment Print and Design Studio. This excludes design services. A minimum/maximum amount of PHP300/1,800 respectively may be availed each calendar month. The maximum amount of PHP1,800 per calendar month may be rolled over to a maximum of 3 calendar months (a total of PHP5,400). Any unused amount is forfeited after this time. The prize is valid for 18 calendar months only (beginning December 1, 2014) and is not redeemable for cash.
J. The competition winner may be requested by Manila Fringe Festival Inc. to make minor modifications to their Entry to align it with Fringe’s own design priorities. In this case, the entrant must be prepared to accommodate such reasonable changes at short notice.
K. The competition winner shall assign to Manila Fringe Festival Inc. in perpetuity all copyright to their Entry, free of any royalty.
L. The entrant warrants that they own the copyright to the Entry and/or parts that comprise the Entry and are able to assign unimpeded copyright in full to Manila Fringe Festival Inc.
M. Manila Fringe Festival Inc. may at its absolute discretion use in part or in full the Entry for any purpose and in any form or manner.
FRINGE MANILA

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