

THE "ART ONBOARD" CONTEST

The "art onboard" project is taking over roadside billboards to turn them into free art venues for the whole month of September 2015.

This first initiative of its kind, in Lebanon and the Middle East, uses billboards in an innovative way. It is an outdoor exhibition of the original works of ALBA, AUB, LAU, LU & USEK students, reproduced and displayed on Promomedia networks of street boards and deployed in Greater Beirut.

We are changing the billboards' function by using them, NOT as advertisement supports, but art supports.

Art and Graphic Design students are invited to participate in the "art onboard" contest through their respective universities.

Please note that participants' artworks will have to adhere to the billboard printing specifications, to assure the best quality possible when printing and mounting on a large scale. **STYLE AND TECHNIQUES AND THEMES ARE FREE.** There is no limit to what medium you can use to make your piece, as long as you abide by the "art onboard" specifications and contest terms; and as long as the artwork can be sent over digitally.

If you'd like to enter the "art onboard" contest:

1. Please find below the Contest Terms & Undertaking (registration form)
2. Print out
3. Sign the registration form
4. Deposit it at your faculty Administration.

ENTRIES ARE ACCEPTED UNTIL 9:00 AM, DECEMBER 19TH, 2014.

All further information is included in the download pack.

Good luck!

For more information: communication@saradar.com

art
on
board
SARADAR



UNDERTAKING AND ACKNOWLEDGEMENT



REGISTRATION FORM

I, the undersigned, [*Name of Participant*] _____,
hereby acknowledge and understand that:

1. In order to participate in the “Art Onboard” Project, a billboard show contest (the “Contest”), I am required to provide this Undertaking and Acknowledgment to [*Name of University, Faculty Name*] _____ **before December 19, 2014.**
2. By signing this Undertaking and Acknowledgement, I am fully participating in the Contest and abiding by the Contest Terms hereto attached and which constitute an integral part of this Undertaking and Acknowledgement.
3. There are four different categories in the Contest, as listed in the Contest Terms, and I could participate in any or all four categories.
4. I shall remain the sole owner of the artwork I shall submit for the “Art Onboard” Project; all copyrights of specific images that I shall submit belong to me.
5. Should my artwork be exposed during the “Art Onboard” Project period, its sale shall not imply any of the Universities or FS.
6. In case my artwork is selected by the jury, it shall be exposed during the entire month of September 2015, on a billboard located in the region selected by the jury.
7. If selected by the jury, my artwork will be reproduced according to a layout developed by Fondation Saradar and will include SARADAR logo as well as the project main partners’ logos
8. The winner of each category will receive one of the prizes listed in the Contest Terms.
9. Should I fail to comply with the terms of this Undertaking and Acknowledgement and the Contest Terms, I shall be excluded from the Contest.

Moreover, I hereby undertake that:

1. I am a student of [*Name of University, Faculty Name*] _____.
2. I am not younger than 18 years old and not older than 30 years old.
3. I am not affiliated to any art gallery whether in Lebanon or outside Lebanon.
4. None of my artwork has been previously to my participation exhibited in local shows or exhibitions.
5. I will officially participate in the contest once my registration duly signed will be deposited at my faculty Administration **before December 19**
- 6.
7. **, 2014.**
8. My artwork will be submitted at the latest on **April 30, 2015, at 9 a.m.**, on a CD in accordance with the specifications and techniques listed on the Contest Terms.
9. My artwork will include the “Art Onboard” Project name and partners logos – as outlined in the patterns attached to the Contest Terms.

Signature of the Participant

NAME

DATE



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CONTEST TERMS

The “Art Onboard” project contest (the “Contest”), created by Fondation Saradar and the universities listed below (the “Universities”), is a billboard street art exhibition that will take place in greater Beirut and suburbs, displaying artworks of young promising Lebanese talents.

Each candidate should acknowledge and understand that, in order to be eligible to participate in the Contest, she/he should comply by the following terms and conditions:

1. To be a student duly registered in one of the five Universities:
 - ACADEMIE LIBANAISE DES BEAUX ARTS (“ALBA”) - BALAMAND
 - AMERICAN UNIVERSITY OF BEIRUT (“AUB”), Department of Architecture and Design
 - LEBANESE AMERICAN UNIVERSITY (“LAU”), Department of Design
 - UNIVERSITE LIBANAISE (“UL”), Institut des Beaux-Arts
 - UNIVERSITE SAINT-ESPRIT DE KASLIK (“USEK”), Faculté des Beaux-arts et des Arts appliqués
2. Not to be younger than 18 years old and not older than 30 years old.
3. Not to be affiliated to any art gallery whether in Lebanon or outside Lebanon.
4. None of her/his artwork has been previously to her/his participation exhibited in local shows or exhibitions.
5. Style and techniques and themes are free. However, participants are invited to comply with the principles of decency at the risk of being disqualified and excluded from the Contest.
6. None of the artwork submitted for the Contest should be in any way offensive.
7. Participants’ artwork, if selected, will be reproduced on billboards as detailed below.
8. Promomedia SARL, the sole advertising partner company, shall provide for a period of 1 month from [September 1 to 30, 2014] with four categories of billboards as detailed below:
 - Frontlits
 - Backlits
 - Scrollers
 - LED screens



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9. The participant's artworks will have to adhere to the billboard printing specifications, to assure the best quality possible when reproduced and mounting on a large scale.

Specifications and techniques as provided by Promomedia SARL are the following:

Promomedia BILLBOARD SPECIFICATIONS		
Types	Billboard Size	Artwork Size * 10
Frontlits		
Frontlit	8*3	60*25 cm
Frontlit	8*4	60*33 cm
Backlits		
Backlit	4*3	29*23.5 cm
Scrollers		
Scroller	3.63*2.6	26*21 cm
LED Screens		
LED	96*192	96*78 cm
LED	448*320	322*260 cm
LED	800*500	610*415 cm

10. Production of artworks will be made on Flex.
11. Participants are not allowed to use any material that would damage the Backlits, Frontlits, Scrollers or LED screens billboards, nor use any heavy material or extensions.
12. Billboard types and categories selected and communicated to the participants are the only kind of panels authorized during the Contest.
13. The selection of the Billboard locations, as detailed in the Billboard List, is determined by Promomedia SARL only.
14. Artworks will be submitted at the latest **on April 30, 2015, at 9 a.m.**, on a CD in accordance with the specifications and techniques listed hereabove.
15. Artworks will be eligible only when submitted through the participant respective university.

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16. A CD that represents opening and/or reading deficiencies will be automatically disqualified and excluded from the Contest. The candidate will be notified accordingly.
17. The participants' artworks will be submitted to a pre-nominated 8-member jury (the "Jury") that will review them select the best workpieces, in a 2-phase process, according to a pre-set calendar: May 5 & May 10, 2015. The List of selected artworks will be announced following the Jury's final decision.
18. Each participants' artwork will be displayed on a visual including the Project Name, SARADAR logo and logos of the Universities and major Project partners - as outlined in the attached patterns.
19. Each candidate will hereby grant to FS and the Universities, a royalty-free license to use images of her/his artwork(s) on all promotional material (including website) published or issued by any of Fondation Saradar, the universities listed above and/or Promomedia in connection with the Project, including the media image reproduction or dissemination of these workpieces.
20. The Selected artworks will be exhibited on billboards during the whole month of September 2015.
21. Each participant remains the sole owner of his/her artwork and all copyrights of specific images that the artists submit belong to the individual artist, not the Parties or the Billboard Project. Hence the sale of any artwork, whether selected to be exposed on the billboards or having won a prize in a particular category, shall not imply any of Fondation Saradar or the Universities.
22. Prize(s) per billboard category will be pre-announced during the official launch of the Billboard Project.
23. Fondation Saradar role will be limited to managing and coordinating the "Art Onboard" project. Fondation Saradar will not intervene in any manner in the selection process of artworks.



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PATTERNS

Frontlit 8*3



Frontlit 8*4



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Backlit 4*3



Scroller 3.63*2.6



LED 448*320



LED 800*500



LED 96*192



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PATTERNS

