

EIDD Design for All Competition

Poster, videos and guerrilla marketing tools promoting inclusive design

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EIDD Design for All Europe

Design Center Bologna

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EIDD Design for All Competition

Design for All is design for human diversity, social inclusion and equality. This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders.

Design for All aims to enable all people to have equal opportunities to participate in every aspect of society. To achieve this, the built environment, everyday objects, services, culture and information – in short, everything that is designed and made by people to be used by people – must be accessible, convenient for everyone in society to use and responsive to evolving human diversity.

(From: The EIDD Stockholm Declaration©)

Competition regulations (summary)

EIDD Design for All Europe invites submissions of posters, institutional videos and guerrilla marketing tools dedicated to capturing the differing perception of its work in the field of Design for All, i.e. design for social inclusion, all over the world and applying it for promotional purposes. Offices, studios, agencies, freelancers and students working in the sectors of graphic design and visual communications in general (including street artists, advertisers etc.) are all eligible to take part.

The award scheme comprises three categories:

Posters

Institutional videos

Guerrilla marketing

The following prizes shall be awarded:

1st, 2nd and 3rd prize for each category; special prize for students.

The winning entries in each category will be used by EIDD Design For All Europe to promote its activities. The second and third prizes shall be used to promote special initiatives, also at national level, dedicated to Design for All. The special student prize winner shall be used in campaigns targeting education and training.

The entries shall be selected by a jury comprising: Finn Petrén (President, EIDD Design for All Europe), David Berman (Icograda Board Member), Avril Accolla (Vice-President, EIDD Design for All Europe), Marco Berveglieri (Red Publishing), Giovanni Anceschi (Professor, IUAV Venice; President, Design Centre Bologna Advisory Committee). Carlo Branzaglia (Professor, Bologna Academy of Fine Arts; EIDD National Director for Italy) shall serve as executive secretary without voting rights.