



Student Creative Award for Print Competition

Background

Rapid Urbanization

By 2050

The Earth's population is projected to reach 9.8 billion.
65 % of the population will live in urban areas.

Urban infrastructure has become one of the most pressing challenges facing the world today. Globally, more people are moving to cities, so future cities will be larger (think 10 million or more) – and there will be more of them. Already, the world's cities are home to more than half of the global population.

Cities are striving to provide a raft of critical infrastructure to support their burgeoning – in some cases unrelenting – growth; more effective transportation systems, reliable and low-carbon energy, safe and secure water networks, and efficient and scalable social infrastructure will all play central roles in the smooth transition to urbanization.

As a result, we have seen increasing activity to create 'cities of the future': sustainable and highly-livable urban areas that balance the needs of the population and the economy with those of the environment.

The Urbanization Issue

Culture Preservation

Rapid urbanization and globalization have often led to cities losing their distinct 'color' and 'character'. Culture preservation is becoming an urgent concern of urban residents worried about the loss of their cities' cultural identity and heritage.

In the march towards material progress, we need to also preserve the many aspects of culture that make up a city's unique DNA, which once lost, is gone forever.



Target Audience - Millennials

Millennials hold a different worldview from their predecessors – they seek meaning, look for authenticity and like to rally around important causes.

Millennials consider themselves civic-minded and active participants in today's world, and that it's up to them to assume the responsibility of making a lasting, positive impact on the future.

The Challenge

In an increasingly digital world, print can create better emotional connection. In fact, studies have shown that print performed better than digital in many ways including amount of time spent, engagement, emotional stimulation and memory retrieval.

You have been tasked to come up with a creative advert to be put up at various venues frequented by teenagers and young adults in your country. The poster should focus on generating awareness among millennials on the importance of culture preservation.

The tone of the advert should be fun and engaging.

Deliverable

Create an A3 advert answering the brief.

To complete your entry, you will need to upload the following:

- Digital image of your entry in A3 landscape (height of 297mm and width of 420mm), JPG format, RGB, 300dpi.
- ONE form of ID – passport or driving license

Please ensure you upload all the necessary documents. Failure to do so may result in your entry not being accepted.



Note

All work created as part of the competition remains the property of Spikes Asia Festival of Creativity and the ideas can be used by HP as part of their advertising. All shortlisted boards will be displayed at the Festival from 26 to 28 September 2018.

The work will be judged by the Competition Jury in August. Shortlists will be announced in early September and the winner will be announced on 28 September 2018 at the Spikes Asia Awards.

Contact

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