

# Hit the Wall Competition Brief

Keep the Wall Grey and the Mind will Follow

Hit the Wall is a unique project designed to showcase the work of graphic designers from New Zealand and around the world on the walls of TheNewDowse.

In partnership with Keep Hutt City Beautiful, we invite emerging graphic artists to submit a unique design for this competition. Designs can be decorative/pattern based, character based or text based - judging will be based on originality and creativity in interpreting the theme: "keep the wall grey and the mind will follow."

The winning entry will be produced and displayed on a 'Hit The Wall' site, in conjunction with the Common Ground exhibition. See [www.newdowse.org.nz/hitthewall](http://www.newdowse.org.nz/hitthewall) for current works on display, as well as full competition details.

## ENTRY GUIDELINES

This competition is open to young people aged 14-25 years.

The deadline for artwork is Sun 15 March 2009.

Entries must be emailed as an attachment to [leanne.wickham@huttcity.govt.nz](mailto:leanne.wickham@huttcity.govt.nz)

The winning artwork will be installed at TheNewDowse during the first week in April 2009, and will be acknowledged in an artwork label beside the work, including the name of the artist and brief background information.

The Judges are Director Cam McCracken and Concept Development Manager Claire Regnault from TheNewDowse, and Sandy Beath-Croft from Keep Hutt City Beautiful.

All entries must include the full name and age of the artist, contact phone number, email and postal address, and a short artist statement about the work. Artists retain copyright of their design, but agree that TheNewDowse may use images of their work and their artist statement for promotional purposes.

## DESIGN SPECIFICATIONS

- Artwork must be original and designed by the entrant.
- The winning design will be produced and installed by TheNewDowse as a 2D vinyl cut.
- Artwork should be vector-based only.
- Artwork to be supplied as a print-quality (300dpi) PDF with CMYK colours.
- Artwork must be limited to no more than 3 colours. We will reproduce colours as closely as possible to match the original artwork.
- Artwork should be set up at 10% of actual size – see [www.newdowse.org.nz/hitthewall](http://www.newdowse.org.nz/hitthewall) for size specifications.
- Artists to provide a representation/explanation of how the design should be applied to the wall, in order to guide installation.

For further information/questions, please contact:

Leanne Wickham - Concept Developer, TheNewDowse, 45 Laings Road Lower Hutt

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## Wall measurements

