



VII
INTERNATIONAL
TRIENNIAL OF
ECO-POSTER
THE 4TH BLOCK

04/26/09 – 05/03/09

WWW.4BLOCK.ORG

INTERNATIONAL ECO-POSTER EXHIBITION AND ACCOMPANYING ACTIONS WILL TAKE PLACE AT KHARKOV «ADMIRAL EXPO-HALL» CONVENTION CENTER AND KHARKOV STATE ACADEMY OF ARTS AND DESIGN, AS WELL AS IN VARIOUS EXHIBITION HALLS AND GALLERIES OF KHARKOV FROM APRIL 26TH TILL MAY 3RD

THE 4TH BLOCK VII INTERNATIONAL TRIENNIAL OF ECO-POSTER

endorsed by ICOGRADA

04/26/09 – 05/03/09

www.4block.org

INTERNATIONAL JUDGES

Majid Abbasi (Iran)
Alex Jordan (France)
Luba Lukova (USA)
Niklaus Troxler (Switzerland)
Volodimir Chayka (Russia)
Sergij Mishakin (Ukraine)

SELECTION COMMITTEE

Vladimir Lesnyak (Ukraine)
Iliya Pavlov (Ukraine)
Mariya Norazyan (Ukraine)
Marcell Benchik (Slovakia)
Nikolay Shtok (Russia)

NOMINATIONS

1. ECO POSTER

Posters of all genres, with the environmental theme. No more than 5 posters or two separate series per author or per team. No special format or printing technique is required.

2. SOCIAL ECO PROJECT

Video, Animation, Installations, Commercials, or any other designer projects with an ecological theme.

3. ECO-CULTURE

Museum, exhibition, theatre, concert, festival or club posters and playbills of any kind, having ecological connotations.

WORKS SHOULD BE DATED 2006 – 2009

PARTICIPATION TERMS

The competition accepts works from the individual authors, as well as from teams of artists and designers. Entry Form and Entry Labels must be filled out using capital letters, and attached to the work being submitted. Entry Label should be attached to the backside **of each item being submitted, in the bottom right hand corner, using adhesive tape (PLEASE, NO GLUE!)**. Please, make copies of Entry Label, if necessary, for each additional entry. In order to be published in **The 4th Block** catalogue, each entry should be accompanied by computer versions on CD (EPS, TIFF, 300 dpi, 30 cm on the larger side, CMYK + fonts). Names of contestants, selected to participate in the triennial will be listed on **The 4th Block** website.

**THE TRIENNIAL IS CONDUCTED UNDER THE AEGIS
OF INTERNATIONAL COUNCIL OF GRAPHIC
DESIGN ASSOCIATION
(ICOGRADA)**

**INTERNATIONAL BIENNALES COORDINATING
COMMITTEE (IBCC)**

PRESIDENT OF TRIENNIAL
Oleg Veklenko

EXECUTIVE DIRECTOR
Oleg Petrovsky

THE SUBMITTED MATERIALS WILL NOT BE RETURNED

All works submitted to the competition, including CD/DVD volumes, will stay with **The 4th Block** executive committee, and, following the exhibition, will become a part of a permanent collection of **The 4th Block** Museum. Executive committee reserves the right to publish submitted materials in triennial-related periodicals, such as catalogues, booklets, designer albums, magazine articles, etc.

TRIENNIAL PARTICIPATION IS FREE OF CHARGE

ENTRY SUBMISSION DEADLINE FEBRUARY 1, 2009

AWARDS

Grand Prix
Diplomas and special awards
in each nomination

International eco-poster exhibition and accompanying actions will take place at Kharkov «Radmir Expo-Hall» Convention Center and Kharkov State Academy of Arts and Design, as well as in various exhibition halls and galleries of Kharkov **FROM APRIL 26TH TILL MAY 3RD**

**OPENING OF TRIENNALE WILL TAKE
PLACE ON APRIL 26TH AT 4:00 PM** at
Kharkov «Radmir Expo-Hall» Convention
Center

AWARDS CEREMONY

The awards ceremony will take place at Kharkov Convention Center «Radmir Expo-Hall» on April 27th, 2009 AT 5:00 PM.

WORKSHOPS

Members of international jury will have open workshops in the conference room of Kharkov Convention Center «Radmir Expo-Hall» on April 25th, between 10:00 AM and 5:00 PM.

ANTI-AIDS – UKRAINE

As part of the International Triennial **The 4th Block**, there will be held a III International Competition **Anti-AIDS – Ukraine**. Additional information can be found at www.chervona_strichka.ic.kharkov.ua
www.antiids.net

ADMINISTRATIVE GROUP

Kharkov Association of Graphic Designers «The 4th Block»
Industrial Enterprise «Kharkovenergoimport»

CO-EXECUTIVE GROUP

«The 4th Block» Museum and Gallery
Kharkov Charity Foundation «Chervona Strichka»
Kharkov National Artists' Union of Ukraine
Kharkov Designer's Union of Ukraine
Kharkov State Academy of Arts and Design
Pavel Gudimov's art-center «YAGALLERY»
Kharkov Municipal Gallery
Kharkov Convention Center «Radmir Expo-Hall»
Kharkov Corporation «X-Expo»

CATALOGUE

Following the exhibition, an illustrated catalogue will be published, accompanied by a CD. Participants of the Triennial will have a 50 percent discount on this publication.

As part of the Triennial, those participants, who will make preliminary requests, will enjoy **a trip to Crimea** (Cape of Tarhankut, «Sunny Valley» resort) from 28th to the 30st of April. The expedition will include such events as authors' presentations, master classes, recreational pastime and friendly mingling on the coast of the wonderful Black sea.

POSTAL ADDRESS

Oleg Veklenko
32/186-29
prosp. 50-letiya VLKSM
Kharkov 61153
Ukraine

ATTENTION

TO THE INTERNATIONAL PARTICIPANTS!

Please, send your work using only regular mail. According to the Ukrainian law, no package to a private citizen is subject to the postal and delivery charges, as long as its estimated value is under \$20. **Please, do not send the packages via express mail** (DHL, American Express etc), since packages containing documents only (posters are NOT considered documents) are exempted from the otherwise required customs charges, if the package is sent using these postal services. Executive committee will not be able to afford those charges, collected upon delivery, if the express mail services are used.

CONTACT INFORMATION

Tel/Fax: +38-057-706-4823
Cell: +38-050-207-2243
E-mail: association4block@gmail.com
association@4block.org
Web: www.4block.org

Please make your colleagues aware of the participation terms!

SUPPORT

«Golden Bee» Association (Moscow)
«Panic Design» Design-studio (Kharkov)
«3-Z» Design-studio (Kharkov)
«Graphprom» Design-studio (Kharkov)
«Milk Creative Service» Studio (Kyiv)
French Culture Center (Kharkov)
«House of Nuremberg» German Culture Center (Kharkov)

CURATOR

Olga Severina

TRIENNIAL'S LOGO

Anna Makarova

TRIENNIAL'S IDENTITY

Maria Norazyan, Ilya Pavlov

ENTRY FORM

FIRST NAME

LAST NAME

COUNTRY

NOMINATION

ADDRESS

TEL/FAX

E-MAIL

TITLE year size

1

2

3

4

5

I agree to the terms of participation

author's signature

ENTRY LABEL

FIRST NAME

LAST NAME

COUNTRY e-mail.....

TITLE

..... year.....

use adhesive tape (please, no glue!)
attach to the backside, in the bottom right hand corner

ENTRY LABEL

FIRST NAME

LAST NAME

COUNTRY e-mail.....

TITLE

..... year.....

use adhesive tape (please, no glue!)
attach to the backside, in the bottom right hand corner

ENTRY LABEL

FIRST NAME

LAST NAME

COUNTRY e-mail.....

TITLE

..... year.....

use adhesive tape (please, no glue!)
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OLEG VEKLENKO 

**32/186-29
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Kharkov 61153
UKRAINE**

**PRINTED MATTER
NO COMMERCIAL VALUE**