

Launch of the design competition of the LIVEABILITY label!

The Interreg Baltic Sea Region project LIVEABILITY (Designing public services for resilient neighbourhoods), in cooperation with the Estonian Academy of Arts (EKA), invites design students and recent graduates to participate in a design competition to create a new visual identity for the "liveable city" label and network. The new visual identity should represent the positive impact of liveability on municipalities and cities. The label can be acquired by (especially) small-and medium sized cities and provides cities with an incentive to show their commitment to becoming "liveable".

About the Liveability project:

The Liveability project aims to inspire and train people working in public administration (and beyond) in innovative ways to engage with citizens to create liveable and attractive city environments. By using Public Interest Design (PID) as a methodological framework, the public interest and the collective well-being are placed at the centre of design processes related to urban planning and the delivery of public services. Cities are facing complex social, environmental, and economic challenges, including social inequalities, impacts of climate change and demographic changes. However, changing work and life patterns are also a chance: medium-sized and smaller cities can attract residents and businesses by

being liveable – i.e. by following an integrated and balanced approach for the built environment, innovation culture, public services and socio-cultural life and by evoking a strong sense of active citizenship. To be more liveable, cities must become „closer", "more public" and "more agile". For this, city administrations should encourage innovative mindsets, out-of-the-box thinking and use of participatory approaches among its civil servants. Public services and planning processes must become more responsive, and authorities should involve residents and civil society to develop ideas of what future urban life should look like. The Liveability partnership invites candidate cities to be awarded with the label of a liveable city (this label is one of the design items of this competition).

More information: <https://interreg-baltic.eu/project/liveability/>

Objectives

The participants of the design competition are invited to design a CVI (corporate visual identity guide with applications of logo, award label, website design and other affiliated visual outputs) for project Liveability. Entries must be accompanied by examples of how the proposed label is applied as part of a visual identity system.

The winning entry in the design competition and Liveability's new CVI:

- is in line with Liveability's vision and purpose and embodies these values;
- is flexible, digital and timeless;
- is clear, credible and attractive to the city's municipalities, residents and visitors;
- allows for ease of use across different media.

Who can participate?

Students and recent graduates (not more than 3 years from graduating i.e. year 2020) from Baltic Sea region¹ either individually or in groups, except employees and their relatives of the project members and jury.

When?

30. August - Announcement of the competition

30. October - Submission deadline

15. November - Announcement of the winner(s) and signing the contract

November - signing contracts with the winners

November - April - Further developing and defining the design, coached by a professional designer while further developing and defining the CVI

13 - 15 June 2024 - Launch of the new Liveability CVI (possibly alongside the Creative Bureaucracy Festival 2024 in Berlin).

¹ INTERREG BALTIC SEA REGION 2021 – 2027 Programme area covers nine countries: Denmark, Estonia, Finland, Germany (the States (Länder) of Berlin, Brandenburg, Bremen, Hamburg, Mecklenburg-Vorpommern, Schleswig-Holstein and Niedersachsen (only NUTS II area Lüneburg region)), Latvia, Lithuania, Poland, Sweden and Norway (the Regions of Trøndelag, Møre og Romsdal, Vestland, Rogaland, Agder, Vestfold og Telemark, Viken, Innlandet, Oslo)

How?

Participants should submit their proposals to liveability@artun.ee by 30. October 2023 at 23:59 EEST in PDF format with a maximum of 10 pages. Contributions must be in English. All submissions will be treated anonymously under review of the jury. Designs submitted cannot have any distinguishing mark, such as a name or logo of the participant(s).

It is allowed, but not compulsory, to also send a short summary of intent.

Visual identity package should include:

1. "Liveable city" label:

Transparent background

2. Colour Palette:

Maximum of 5 colours.

Varied colours selected for content, channels, or product categories

Black and white version

3. Typography:

Wordmark

Headline Font

Body Copy Font

4. Webpage mockup:

Design examples of the webpage

5. Newsletter, brochure, poster:

Design examples of digital and printed newsletter, brochure and poster

6. Illustrations and infographics:

Examples of possible use of illustrations and infographics

7. Social media:

Examples of appearance in social media

8. Visual identity guide:

A comprehensive playbook (pdf), including the above elements and setting out how the visual identity should and should not be displayed, including specifications.

The competition is conducted in accordance with Estonian laws.

The proposed visual identities must follow the visibility requirements of the Interreg BSR Programme 2021-2027: <https://interreg-baltic.eu/toolkit/comms-visibility/> to ensure proper acknowledgement of the funds and help communicate the role and achievements of Interreg. The use of Programme logo is specified in the Project Design Guide: https://interreg-baltic.eu/wp-content/uploads/2022/11/IBSR-Project_Design_Guide_2021-27_v.1.0.pdf

The jury

The submitted works will be evaluated by a jury consisting of

Ruth-Helene Melioranski - designer and design researcher, dean of Design Faculty at Estonian Academy of Arts

Ott Kagovere - graphic designer and head of Graphic Design department at Estonian Academy of Arts

Kert Viirt - graphic designer and teacher

Andrea Cederquist - Lead Partner of the Liveability project, Heinrich-Böll Foundation, Schleswig-Holstein, Germany

Leendert Bjerg - business consultant, Business Kolding

Silke Juchter (substitute member) - Professor at Muthesius Academy of Art for Design in Kiel

Maria Kesküla - the coordinator of the jury

Competition, work and copyright agreement, and finalising the design

The submitter of the best proposal will have the right to enter into a contract for performing work up to the amount of 5.000 euros (including all Estonian taxes), with an option for an prepayment of 30% of the contract value immediately upon contract signing with the aim to transfer the intellectual rights of the concept proposal to EKA. The remaining amount will be received upon completion of the work (further development of the CVI and its implementation).

EKA also acquires the intellectual property rights of the second and third ranked works according to the agreement to be signed, being willing to pay according to the ranking, 600 euros and 400 euros before taxes.

The author(s) of the best proposal of the competition is(are) coached by a professional designer from EKA while further developing and defining the CVI and brand from November 2023 until January 2024.

If a large number of interesting works are received for the competition which could be used in developing the CVI or any element of it, the jury may propose a redistribution of the contract fees for the purposeful development of the CVI.

Terms and conditions for organising the competition

- The participant will not be reimbursed for the costs related to the participation in the design competition.
- By submitting an entry to the competition, the participant confirms that he accepts all the conditions of the competition and does not have any claims against the competition organisers.
- The participant is responsible for ensuring that all copyright requirements have been complied with, and that the work does not violate the copyrights of any third party.
- From the moment the results of the competition are announced, all related intellectual rights to the concept design of the best participant are transferred to Liveability City Project partners without time or geographical restrictions. Liveability City Network has the right to use the elements of the visual identity prudently and to continue to maintain a unified visual image also in cooperation with third parties and author(s)

We are looking forward to receiving your contributions, and good luck!

The Liveability project team

For further questions please contact

Maria Kesküla

maria.keskula@artun.ee

graphic design coordinator at EKA

"The „Liveability“ project is co-funded by the Interreg Baltic Sea Region (BSR) Programme 2021-2027. „Liveability“ is a BSR core project under the priority Innovative Societies running from January 2023 to December 2025.