

Goethe's "Theory of Colours" appeared in 1810. On the occasion of the bicentennial anniversary of the book the Society of Hungarian Graphic Designers and Typographers (MATT) announces an international design competition entitled "Goetheorie". There is no restriction on genre or style. Posters, logotypes, visual publications, typographic works and autonomous artworks are appreciated and welcomed alike.

# GOETHEORIE

JOHANN WOLFGANG VON GOETHE: FARBENLEHRE MDCCCX

**Goethe's Theory of Colours is complex and symbolic. Scientific reasoning? Maybe. A critical writing? Perhaps. A secret manifesto to save the future for our World and for its mankind? Or is it a harsh critique of the speculative and pre-calculated inhuman rationalism for a more sensual human existence? What can we see today through this 200-year-old theory? Where did our World get to since Goethe's time and where are we heading now?**

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## CRITERIA

Individual designers over the age of 18, design groups and corporate bodies have the right to enter the competition. Participants cannot submit works as a member of more than one group. When registered for the competition, it is also a declaration on the part of the participants, that the submitted works are their own intellectual property and they do not offend other people's personal rights in accordance with the copyright law. Entrants agree to hold MATT unliable for any claims that may be made against it by reason of exhibiting the entries. Securing releases is the sole responsibility of the entrant. Submission of entries is acknowledgment of these terms. There is no application fee.

## WORKS TO SUBMIT

Works from any domain of graphic design or typography can be submitted. Any artwork is eligible, that bears direct or indirect verbal or pictorial relevance to J. W. Goethe's Theory of Colours and/or to the title of the competition. Entries must be printed out in a format that should not exceed 70x100 cm. The maximum number of entries are limited to 5 artworks per participant. Each entry must be accompanied by an application form and the digital version of the artwork on CD or DVD ROM (size A/4, 300 dpi CMYK TIF or EPS. No PDFs are acceptable!), along with the details marked with asterisk in RichText (RTF) format.

## SUBMISSION OF ENTRIES

Each entry must be accompanied by an application form. Forms must be completed and attached to the back of the artwork. Entry materials are to be mailed to, or personally handed in at the following address:

Artforce  
1012 Budapest, Logodi utca 30.  
Hungary

Delivery can be carried out between 9 a.m. and 3 p.m. on weekdays. Please, write clearly on the package: "Goetheorie".

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## SELECTION AND JURY

Submitted materials will be judged and selected by an international jury. The winner will be awarded the MATT Professional Prize. The best 50 selected entries will be exhibited within the framework of Graphifest 2010 at the Design Terminal Budapest, Hungary. MATT will publish a catalogue on the 50 exhibited artworks. The Jury: **Megi Zumstein & Claudio Brandun (Hi), Zsolt Ligetfalvi, representing MATT, Attila Cosovan, representing the Moholy-Nagy University of Art and Design (MOME), Márton Juhász, Márta Nagy, István Orosz.**

## THE EXHIBITION

The opening ceremony of the exhibiton "Goetheorie" will be held at Design Terminal Budapest on 5th November 2010 at 6 p.m. as part of the series of art events "Graphifest 2010".

## PRESENTATIONS

In the framework of "Graphifest 2010", MATT is organizing presentations with the participation of experts from the international community of graphic design. More information and details will be published shortly on the official website of the competition.

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## INFORMATION

For more information on the exhibition and the presentations, please click on [www.matt.org.hu](http://www.matt.org.hu) More details on Graphifest 2010 are available on [www.designterminal.hu](http://www.designterminal.hu)

## DEADLINE FOR SUBMISSIONS

# 14.09.2010