

## The Prize for Illustration 2017 - Sounds of the City - Conditions for Entry

**Please read the conditions and terms of entry carefully. You have to agree to them before you can submit your images to the competition.**

- The competition is open to all illustrators and students of illustration worldwide, regardless whether they are members of the Association of Illustrators (AOI) or not.
- Board members, patrons and staff at AOI, London Transport Museum (LTM) and Transport for London (TfL) or a sponsor are not eligible to enter.
- Agents or colleges may only submit entries on behalf of the illustrator with the express permission of the artist.
- By entering this competition you are agreeing to the artwork potentially being used for merchandising by LTM (see “Merchandising” below)
- The aim of The Prize for Illustration 2017 competition is to attract artwork for display in an exhibition at London Transport Museum that is colourful, inspiring and celebrates or is inspired by the sounds heard in the hubbub and quiet spaces of the UK’s vibrant, diverse, multi-layered cities. The exhibition will feature 100 shortlisted illustrations.

It is desirable, but not essential, to include within the submitted artwork a representation of a mode or modes of transport. These modes include: Buses, Coaching, Cycling, Dial-a-Ride, Docklands Light Railway, Emirates Airline, London Overground, London Underground, River, Roads, Taxis and private hire, TfL Rail, Trams and Walking. The use of appropriate logo/s in lieu of vehicular/mode of transport portrayal is acceptable.

### **Guidelines for your illustration / entry:**

• Illustrations: All artworks should be in portrait format as the main winner will be featured on a portrait size LTM/TfL poster. LTM prefers that artworks conform to actual or pro rata standard poster sized:

- Double Royal – 635 x 1016mm (25 x 40 inches) or
- Double Crown – 505 x 760mm (20 x 30 inches).

However, for this exhibition these sizes are not prescriptive.

- Those selected to exhibit will be required to provide
  - original framed artwork no larger than A1 – 841 x 594mm (33.1 x 23.4 inches),
  - or
  - high definition, high quality prints no bigger than A2 – 594 x 420mm (23.4 x 16.5 inches).

- Artwork is required to be framed with simple black wood profiles fitted with mirror plates for public display at LTM, Covent Garden from May 2017 until September 2017. Delivery of framed artworks to AOI in April 2017 - details to be confirmed at the selection notification stage.
- High resolution electronic files will be required by the loan agreement stage, December 2016, for all selected images for merchandising and marketing purposes. Size specification for these files are: 635mm x 1016mm at 300dpi.
- TfL has a strict policy of avoiding reference to any political, religious or sexual topic. In addition, TfL is never associated with weapons or favours one charity over others.
- If artists wish to include within their illustration reference to active commercial brands, such reference must be made in a way entirely incidental to the core purpose of the illustration.
- If people are included in the artworks, it is important to remember the ethnic and cultural diversity of our cities, and make provision accordingly.
- Artists are required to submit their own caption (in no more than 50 words / 200 characters) to explain the inspiration and rationale for their artwork. This caption will be reproduced to accompany each exhibited artwork. The AOI and LTM reserve the right to edit captions.
- Submissions will be evaluated based on the quality of illustration and the relevance of the image and caption to the ideas above.
- Entries will be judged by a committee of independent judges. The judges' selection will be final. Correspondence regarding the judges' decisions will not be entered into.
- Award winners will be named at an award ceremony to be held at LTM in early May 2017. Attendance is by invitation only. The shortlisted artists are permitted to bring one guest.

### **Merchandising**

- Award winning right holders are required to grant a one year exclusive license to TfL and LTM for the use of their image in publicity/advertising materials and for the potential use on posters, postcards and merchandise for sale in their online shop and Museum shops, and thereafter a non-exclusive licence for the period of copyright.
- TfL and LTM may also wish to licence, on a non-exclusive basis, images selected from the shortlisted illustrations for use on merchandise, such as print to order posters.

- The artist shall agree to receive 30% of the net profit from any sales administered by LTM. The winning poster displayed on TfL services and for sale by LTM is exempt from the above clause.
- All merchandising is at the discretion of LTM, but right holders will be consulted if any changes such as cropping are necessary. All artists agree to receive 30% of the net profit from any sales administered by LTM and the AOI will inform artists whose work has been selected for use three weeks prior to the exhibition opening.
- LTM will provide reports and payment of the relevant profit share to the AOI at least two times – once after the exhibition closes and once when all artwork is taken off the online shop one year after the exhibition opens. After LTM has transferred payments over AOI will reimburse each artist accordingly after deducting any fees incurred.
- Entrants agree that all images and the name of the illustrator selected for the exhibition can be published on LTM and AOI websites and used in Social Media, PR and marketing.
- Please note that you will be informed of the results by email once a decision has been made by the judges, for this purpose please ensure you can receive emails from our accounts containing @theaoi.com
- Exhibitors must collect all artwork from LTM within one week of the end of the exhibition. The collection deadline will be confirmed at a later stage.

### **Schedule of events (exact dates to be confirmed)**

Deadline for entries	Monday 26 September 2016
Notice of selection	End of November 2016
Delivery of digital high res files for merchandising	Friday 16 December 2016
Loan agreement return deadline	Friday 6 January 2017
Delivery of framed artwork to the AOI	Monday 3 – Friday 7 April 2017
Award Ceremony	Early May 2017 (date to be confirmed)
Exhibition	May – September 2017
Collection of artwork from London Transport Museum	September 2017, 10 - 5pm

Up to date information: [theaoi.com/events/prize-for-illustration-info.php](http://theaoi.com/events/prize-for-illustration-info.php)