

"IF BEAUTY DOESN'T SAVE US — WE HAVE TO SAVE THE BEAUTY!" — A WOMAN'S VIEW OF THE ECOLOGY



# X INTERNATIONAL TRIENNIAL OF ECO-POSTER THE 4<sup>TH</sup> BLOCK 2018

For the first time in the history of Triennial, "the 4th Block", which by means of poster reveals troubled and often tragic relationship between human and nature, we strive to see and feel the world's ecology through the eyes of a woman, mother, guardian. One has to look at the world around us with the eyes of love, peace and hope. All designers can participate in the Triennial without any restrictions, but only world famous women designers are invited as international jury and selection committee. The X International Eco-Poster Triennial "the 4th Block" is inspired by beauty, peace, purity, love, creativity and contemplation. Nominations and events for our next exhibition were inspired by this idea, in accordance with the concept of the triennial are also devoted to:

**WOMEN** — giving life, bringing peace and creation;

**CHILDREN** — the future and hope;  
**CATS)))** — as a symbol of attitude to living nature, love, care and mutual understanding.

## CONTEST NOMINATIONS:

### 1. WOMEN / PEACE

Posters which are dedicated to peace as a necessary condition for life of a human being. Peace and ecology are essential parts of harmonic world. It's a basis needed for every society to develop and to create something beautiful in the end. We don't want war — we want peace!

### 2. CHILDREN / HOPE

Posters which are dedicated to children as the future of mankind. Posters introducing eco-thinking to young audience, Posters encouraging adults to care.

### 3. CATS))) LOVE

Posters reflecting the beauty of the surrounding world, humanity and kindness, calling for coexistence and careful attitude of human to the remains of living nature in urbanized spaces of modern habitat.

### 4. SPECIAL PROJECT ART OF DATA

For the first time during the triennial there will be held a 48-hour «Hackathon». Designers and IT specialists are invited with joint projects on environmental and social issues: interaction between human and nature, citizens and urban environment.

## SUBMISSION TERMS:

### 1ST STAGE

E-mail work files (size: 30 cm in the big side, 300 dpi, EPS, TIFF, JPEG, RGB color model) and filled-in enteric form by e-mail: [association4block@gmail.com](mailto:association4block@gmail.com)

### 2ND STAGE

Lists of selected works will be published on the site [4block-design.org](http://4block-design.org), about which the authors of these posters will be additionally announced by e-mail. After that, printed copies of the works and the filled in originals of the entryform will need to be sent by post.

## TERMS OF PARTICIPATION

Individual authors, as well as creative teams, can take part in the competition. The number of exhibited works is not limited.

## Participation in the triennial is free.

Printing technique is any.  
Minimum size 60x90 cm  
The period of creation of works 2015-2017. Please name your files in English thus: Name\_Last Name\_Country

## FINAL TERM RECEIVING

**ELECTRONIC FILES:  
DECEMBER 31, 2017**

## AWARDS:

Grand Prix, diplomas and special awards in each nomination

## CATALOGUE:

By the results of the triennial will be published an illustrated directory and its electronic counterpart.

## CONTACTS:

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[facebook.com/the4thblock](http://facebook.com/the4thblock)  
[4block-design.org](http://4block-design.org)

Please let your colleagues know about the terms of participation in International Triennial "the 4th Block"!

## GRAPHIC DESIGN OF THE TRIENNALE:

Maria Ruban

## ENDORSED BY:

International Biennales  
Coordinating Committee (IBCC)

## ORGANIZERS OF THE PROJECT:

Public organization Association of Graphic Designers "the 4th Block"

## PRESIDENT OF THE TRIENNIAL:

Oleg Veklenko

## PARTNERS:

National Academy of Arts of Ukraine (Kiev)  
Center for European Culture "Dante Centro" (Kharkiv)  
Center for Contemporary Art "YermilovCentre" (Kharkiv)  
Kharkiv State Academy of Design and Arts (Kharkiv)  
Foundation for the Development and Support of Graphic Design "Golden Bee" (Moscow)  
Consulate General of the Republic of Poland in Kharkiv  
International Educational Center (IBB, Dortmund)  
Chernobyl Historical Workshop (Kharkiv)  
Studio "Grafprom" (Kharkiv)  
Creative Studio "4Press" (Odessa)  
"Chornobyl Tour" (Kiev)

## ORGANIZING COMMITTEE:

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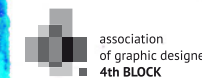
## INTERNATIONAL JURY:

Alice Twemlow (USA)  
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Maja Wolna (Poland)  
Paula Troxler (Switzerland)  
Tatiana Borzunova (Ukraine)

## SELECTION COMMITTEE:

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Daria Titarenko (Ukraine)  
Natalia Velchinskaya (Russia)  
Olena Fomina (Ukraine)

UNDER THE PATRONAGE OF  
**REBECCA HARMS**



association  
of graphic designers  
4th BLOCK

**ico-D**  
International  
Council of Design  
leading creatively

SAVE  
THE  
BEAUTY  
IN YOUR

