

LIVERPOOL IRISH FESTIVAL.COM / **19-29 OCTOBER 2017**



CREATIVE CALL – THE BRIEF

Are you a great artist, illustrator or creator?

Do you want to be seen all over Liverpool in connection with the *Liverpool Irish Festival* and an internationally renowned music talent?

Yes? Then this is the call for you!

In partnership with *Mellowtone*, the *Liverpool Irish Festival* seeks a lead image to support *Seafoam Green*'s festival event at

- the Vines (81 Lime Street, L1 1JQ) on
- from 8pm, Fri 20 Oct 2017
- Tickets: Ticket price will follow
- Available from: skiddle.com

This is an opportunity to have your artwork used across the city in all the promotion for this incredible event. It will be the lead image for all the event posters and leaflets, as well as all the print listings for the festival, online event listings and other adverts in partner listings. It is a great way to take your work to new audiences and we will ensure it is fully credited with every use by *Liverpool Irish Festival* or *Mellowtone*.

The image supplied needs to be submitted digitally, with a suitable print resolution (300dpi min) for up to A0 (841x1189mm/33.1x468.8in) printing. You need to include in your design – one of the *Liverpool Irish Festival* logos, the *Mellowtone* tree logo and one other of the *Mellowtone* brands provided. You may use the inspiration file for reference. ([Logos can be found: here](#)). The origins of the work can be in any medium, but based on its use for posters and promotion it will need to be supplied to us in this format. We recommend using *WeTransfer* wetransfer.com

The panel expect that creators will consider – and possibly reference – *Seafoam Green*'s work, style or lyrics. We recommend using the most recent album *Topanga Mansion* (you can listen to samples here: [link](#)) as a start point. Alternatively, a short biography about *Seafoam Green* is available here: mellowtonerecords.com/artists/seafoam-green

We would also consider images that reference the event's unique venue.

Because of the various ways the image will go on to be used, we advise only submitting an image and not a poster design, over which we can overlay the necessary text. This will allow for last minute changes, but also to will enable us to use the image across all platforms.

All entries should be submitted to info@liverpoolirishfestival.com by 15 Sept 2017. If you have any questions or thoughts, don't hesitate to contact us on info@liverpoolirishfestival.com. Dave O'Grady (*Seafoam Green*) is happy to answer creative queries, please send them over to us and we'll make sure they're sent on.



CREATIVE CALL – TERMS AND CONDITIONS

1. All images submitted to the *Liverpool Irish Festival* for exhibits in our public realm displays or events must be deemed publicly acceptable for non-censored display, in line with the law and suitable for families and children. All work will be subject to screening so should remain representative and/or artistic and **in line with the law**. [Crown Prosecution Service information on the law](#) can be found here and [further notes for artists and photographers – particularly - are available at this link](#)
2. This is not a prize based competition – i.e., there are no cash or material prizes offered in response to merit. Selection will be based on the curatorial/artistic decisions of the determined panel in relation to the brief offered. Submission is open to all amateur and professional artists and photographers and will not be selected separately, on grounds of content, though resolution may support selection
3. You may submit as many entries as you feel representative of the brief. Selection will be made on those needed for the exhibit and/or resulting print runs of posters or leaflets, as determined by the *Liverpool Irish Festival* or *Mellowtone*
4. The panel will select entries for based on
 - I. Response to the brief
 - II. Quality (resolution) of the image
 - III. Ability to overlay event details and information
5. There are no cash or material prizes. The organisers reserve the right to offer commendations, but have no intention of doing so at the time of issuing this call
6. The panel reserve the right not to use work if, in their opinion, the entries fail to meet the required standard (either subjectively or in terms of resolution)
7. The panel also reserve the right to use details from the images provided, rather than the whole image, if this best supports the information required for the promotional mechanism employed. The panel expect to remain respectful of the original work and reserve this right based on the need to use the imagery across multiple platforms, i.e., web listings through to A0 prints
8. If there is any doubt the artist being represented (i.e., for whom the work is to be used to present) will have the casting decision on whether or not an image fulfils particular criteria. The presenting artist's vote will have a double weighting. If it the work is deemed not to fulfil the criteria, it will be withdrawn. This decision is final
9. In submitting an entry, you understand that information relating to your submission will be passed to carefully selected third parties for processing purposes only and you may receive information from *Liverpool Irish Festival* and *Mellowtone* relating to their activities, events, products, services and fundraising. Date will not be shared for marketing purposes
10. Images that have won a prize/prizes in another major competitions are eligible for entry to this creative call if there are no usage stipulations made by that competition. Your submission of an image is taken as confirmation that you have authority to use it for the purposes outlined in our call. If you have won a competition within 5 years of submission, we would appreciate you telling us on submission so that we can investigate and deploy best practice in crediting procedures
11. It is the submitter's responsibility to ensure that all necessary permissions are obtained from any person featured in a photograph or image. Please note: street or public photography is not a crime in the UK, but it is best practice to ensure you have permission from those involved, particularly for portraits, close ups or images of children. We ask that you use reasonable judgement in this and remind you that submitter's will remain responsible for the images supplied
12. It is the submitter's responsibility to ensure that all necessary permissions are obtained from the creator of the image. Work submitted with full supporting details will be considered to have been given full permission for use. By submitting images you confirm you are the copyright holder and creator of the image (unless otherwise specified) and you will be responsible for any claims made by any third party
13. Copyright will remain with the artist of photographer. However, by submitting the work to this call the submitter grants that *Liverpool Irish Festival* and *Mellowtone* may use the images for exhibition, publication or promotional purposes and - if applicable - any income generated will be donated to the *Liverpool Irish Festival* charity. Neither *Liverpool Irish Festival* or *Mellowtone* hold responsibility for images the press take of the exhibition and circulate

14. All images will be held – subject to digital storage availability and the needs of *Liverpool Irish Festival* and *Mellowtone* - in perpetuity within the festival archive. Submissions to this call enable the images to be used – with the appropriate credits and for festival/event promotion purposes only – at any time in the future
15. All images entered must be submitted with the requested information. Without this, entries may not be included. If for any reason *Liverpool Irish Festival* or *Mellowtone* try to contact you about your work without success, it is possible that your work will not be selected
16. Images are welcome from any world location as long as they refer to the brief
17. Closing date for submissions is 15 Sept 2017
18. *Liverpool Irish Festival* and *Mellowtone* are committed to controlling costs to ensure that we maximise income to support our not-for-profit purposes. As such we would ask you to agree that wherever practical our preferred method of communication will be email
19. *Liverpool Irish Festival* and *Mellowtone* respect your privacy and will not sell your personal data to any third party. Please refer to our privacy policy on the website.