



Competition Entry for ideas of new Logo design for Pisa Underground Movement

Introduction

Pisa Underground Movement (after PUM) was born in September of 2013 from the desire of seven people to break out from the commercial rules and flows of our society concerning music and various art shapes. They wanted to bring in their city something different, something “underground” that was missing from a long time ago. In these three years, PUM has steadily grown while creating a connection between other Italian and European cities and hosting several musical and artistic events.

After these three years, we have decided to renew our spirit, with new energy to follow our battles that is why we choose to call you.

Our aim is to revive a more open reality, where the one who produces music and organizes cultural events would not be considered one who produces music for entertainment purposes only. We want someone who is introducing something diverse to culture, like us, to find more support, spaces and financial resources. In this moment, the reality goes in the opposite direction where the economic and social censorship dominate which means that if you have money you can produce more money, sell ideas and exchange favours. However, we have in mind an alternative model; we want to write a new story, where the main actor is the community, the people and interpersonal relationship. Thanks to this creative habitat, those who develop culture, which cultivate and share the seeds of knowledge they should be able to find more support. This is just one of several messages that characterize our action. In each of us, there is also the desire to live in a social context that is based on the ethics, for which one helps each other, where there is no division between those who participate and those who organize.

Our commitment belongs to social values such as integration and respect for others; the enhancement of skills and to the recovery of abandoned spaces, environmental values and why not, even love. We all love what we do and we all love our battle, which continues. Moreover, from today it might take new roads thanks to your talent and your creativity.

However, we are convinced that we need an icon, a new image that should describe our mission and frankly represent our spirit, which is free, independent and passionate.

Objective

In light of this new initiative, we are looking for a new logo that captures our expanded mission. Moreover, the contest aims to find the new logo for PUM that will represent the move-

ment on the Internet, flyers, posters, billboards, and everything that relates to communication of the same. The second objective is also to create an original artwork for a t-shirt with a special impact in order to represent the spirit of the PUM.

Participation and Eligibility

Participation is free and open to everybody without any type of limitation (e.g. those who feel the same spirit of ours). Each participant may submit only one proposal.

Theme

Both the logo and the design for the shirt must have following characteristics:

- *Be innovative (logo which was never published in any form nor used for other aims before), original and specifically designed for the competition;*
- *Developed by any technique, digital or by hand, taking into an account that will be used for the most various applications;*
- *Be recognizable and legible in all settings (eg. as a browser icon, on posters, letterhead etc.);*
- *Be effective, immediate and not enriched with too many details, which could compromise the graphics resolution and recognition;*
- *It must not infringe upon or violate the rights of others, including, but not limited to, copyrights, trademarks, patents or any other titles.*

The winner agrees to provide the work for the logo digitally in all the following formats:

- *.ai (Illustrator) or .psd (Photoshop)*
- *.pdf (CMYK and RGB)*
- *.png (72dpi)*
- *.jpg (300dpi and 72dpi)*

The winner also agrees to transfer the copyright of the logo and the graphic produced.

Submission deadline

The deadline for submission is fixed at 11 pm of October 31 2016, after this date no further applications will be accepted. The material required for the evaluation must be sent by that date to the following email: info@pumfactory.it

The required material is the following:

- Image of good quality for evaluation by the jury;
- Annex 1: completely filled and signed form.

The winners will be decided in this way:

- For the logo, through the vote of the association's boards;
- For graphics, by public vote via the association's Facebook page. Voting will last for one month, at the results will be published in [our website](#) and our [facebook page](#).

Criteria selection mechanism

The evaluation process will be carried out by the current members of the PUM movement based on the adherence of the works to the scope and the mission of the movement. The originality and communicative power will also be highly appreciated and evaluated. (i.e. the clarity of the message, its potential, simplicity of usage etc.)

Other works will be further evaluated in order to be printed on T-Shirts, which will be printed throughout the year and used for the promotion of PUM in public events and occasions.

Awards

1. For Pisa Underground Movement logo design:
 - Contribution of 100 EUR (which the winner could use for personal creative development)
 - Opportunity to enter into a subsequent collaboration on other projects of the PUM movement and PUM Factory association, providing him/her further economic support for the activities we are to develop
 - PUM t-shirt
2. For official T-shirt design:
 - The opportunity to enter into a subsequent collaboration on other projects of ours, providing him/her again a further economic support
 - At least 4 T-shirts that he/she can use as a gift for his/her friends and relatives.

Pisa 19/09/2016

Pisa Underground Movement