

*Competition
Students,
all to Chaumont!
2019*

24th edition

Le Signe, centre national du graphisme opened its doors two years ago. As a young structure, it is an essential link in the chain of influence of the visual arts discipline, graphic design. Le Signe acts as a hub for a dialogue between a special field of artistic production and an audience. Since its opening on 8 October 2016, the Signe team has endeavoured to offer its different audiences innovating creation, diffusion, transmission and mediation models.

As to the student competition 2019, le Signe has called upon the collective g.u.i., a collective created in 2007 collaborating with cultural institutions and authorities, associations, artists and researchers by closely mingling graphic design practices with keys of performance and collaborative creation. After “Faire signe”, proposed by Lucile Bataille for the student competition in 2017, the collective g.u.i. puts at stake the diplomatic power of design tools in collective moments where experiences, knowledge, reflections combine around a problem, a social issue, a public action.

« Faire assemblée » invites students to create a shared moment and to imagine the designers’ tools to activate this meeting act and to keep traces of it.

Jean-Michel Géridan, *general director of le Signe*, and the team

Faire assemblée

The reasons for getting together are constantly updating in order to organize daily life or react to unexpected situations. Inhabitants, local authorities, researchers, entrepreneurs, activists and others invent ways of gathering¹ around a place, a resource, an object, a practice, a social issue. They get equipped with signs, documents, visual representations, practices and informal knowledge in order to report, compose and plan collectively. It is no longer a question of each person with their version, their notes or their moment. Documents, tools and images translate live the exchanges that can be qualified as diplomatic.

These devices that we propose to call “visual diplomats” contribute to creating a space for collective action and reflection by making present what brings together, by allowing through successive adjustments, the (re)formulation of the participants’ attachments or the composition of a field of understanding. These representations – taken in the course of action – generate new ways of doing-saying-thinking, qualities of attention or ways of being together that reach way beyond just sitting down *around a table*.

Moving into these situations requires developments in the design practice. By being part of the action, you can imagine the implementation of social design, just like you have social games (parlour games), music and dances. You need to move from the studio to the field, from the commission to the initiative, from a target audience to a public meeting, from technical reproduction to performances, from observation to participation, from the general to the specific. It is less a matter of designing a method, a system, a format, a model or a platform than reacting to the unforeseen, becoming a performer, adapting, exercising, sharpening one’s tools, implementing them.

For the 24th competition “Students, all to Chaumont”, we call you to design and perform in real life these “visual diplomats”. The scale², the stakes³, the devices, the formats⁴ are open. By equipping a shared moment with an original system or plan, you can test the capacity of these “visual diplomats” to generate new ways of sharing, thinking and collective action. These gatherings – that exist or may be designed specifically – equipped for the opportunity of your proposals, will have taken place before handing in the project for the competition. Their documentation will be the account. It will be composed of a sequence of images with captions that highlight the link between the intentions, the preproduction, the practices and tools used, the unexpected, the place of the designer-performers, the perception of the system by the participants and the possible improvements. For a better understanding, accessories used in the action may be added. This documentation should not be limited to determining whether the *handling is easy* or *if the message has come across*, but shall make the action of the system in situ visible.

g.u.i.

(Nicolas Couturier, Angeline Ostinelli, Benoit Verjat, Tanguy Wermelinger)

¹ A concert, a barter, a factory meeting, a neighbourhood party, a meal, a demonstration, a game, a date, a city council, a queue, an occupation of a factory, a zone to be defended, a workshop, a round table, a guided tour, a cryptomoney, a reading circle, a participative budget...

² From 3 to 3000 ... from the hand to the sports field

³ Celebrating, consulting, playful, contemplative, scientific, experimental, exploring, economic, political, sports ...

⁴ A poster, a marking on the ground, a book, a game, a staging, a discussion or drawing tool, a costume, a tool for recording or diffusing documents...

Competition rules

The elements of the project

Context

The 24th competition “Students, all to Chaumont” 2019 organized by le Signe, centre national du graphisme is intended for students in graphic design of the art Schools, universities, technical and vocational schools, whether public or private, enrolled for the current school year 2018-2019.

This competition will give rise to an exhibition of selected projects and an awards ceremony on 25 May during the Chaumont Graphic Design Biennial that will begin on 24 May 2019.

Specific terms

Each proposal is to be collective, i.e. elaborated by at least two participants.
Each candidate can only submit one collective proposal.

Consequently, the productions created are a collective production by its designers and also the participants of the event.

In order to be admitted the proposals must be designed during the school year 2018-2019.

The gathering that you will have conceived must have taken place at least once before the submission of your contribution to the competition.

The type of the proposal is up to you. The rendering for the competition shall consist in a documentation telling the story of the project by means of a slideshow with captions. The tools used for the organization for the gathering can be sent in the most appropriate form for a better understanding of the project.

Each collective shall send in the following elements:

1 Documentation

The slideshow shall consist of 8 to 24 images. This rendering is to be in PDF landscape format. The document is to be adaptable to a A4 print-out and screening. One image per page with a short caption (300 characters max) that does not overlap with the image. The caption completes the image without describing it. The size of the PDF file should not exceed 10Mo. The source files may be requested in HD in case the project is selected for the exhibition.

The slide show must contain the following elements:

- The title of the proposal
- The context: place, date, the persons gathered, the organizers and the reason for the gathering
- The intention of the collective
- The story of the encounter, the use of the tools
- The statement/ report after the happening

2 The registration form, filled in and accompanied with the student ID cards of all the participants.

The proposals must be unprecedented. Each project must mention on one of the documents the following mention:

“Students, all to Chaumont!”; name of the collective; names of the students; name of the school; 2019.

3 Accessories, tools used to “faire assemblée” (if necessary for the comprehension)

*In case of a printed or 3D tool:
send it by postal or messenger services*

*In case of digital productions:
send it on CD, DVD, USB by postal services
or electronic mail.*

The deadline for sending projects is 26 /02 / 2019 midnight, postmark, messenger’s stamp or email date/time deemed as proof

Instructions for digital entries, elements of entries

All the digital elements must be sent to the following email address:

etudiants2019@centrenationaldugraphisme.fr

The subject of the email must contain:
name of the collective_title of the project_number of attachments

In the body of the email, please:

- List the names of the attachments (and their corresponding number)
- List the elements that are sent by postal / messenger services, if applicable

Each element must be entitled:
name of the collective_title of the project_number of the attachment

NB: the following are compulsory: the registration form, the contextualisation pdf, the student cards of all the participants.

An acknowledgement of receipt will be sent within 72 hours.

Instructions for sending physical elements

All projects sent by postal or messenger services must be accompanied by the completed registration form.

This document must not be glued or stapled to the project. The projects must be carefully protected for shipping which is paid for by the collective. For collectives from outside the European Union, please make sure the shipment does not incur any customs fees that le Signe will not bear. Make sure the mention “Printed matter, no commercial value” appears on the package. Le Signe disclaims any liability in case of damage to the shipments.

Shipping address for physical elements

Le Signe
Étudiant.e.s tou.te.s à Chaumont 2019
Susanne Schroeder
1, Place Emile Goguenheim
F-52000 Chaumont

Further information

Tel.: +33 325 357 916/+33 603 101 749
susanne.schroeder@centrenationaldugraphisme.fr

Le Signe disclaims

Le Signe reserves the right to the automatic refusal of projects containing hateful, obscene discriminatory, racist, xenophobe, homophobe, sexist elements. Any participation containing such elements will be automatically disqualified.

Le Signe reserves the right to use all the information provided by the students as well as the right to photo reproduction of the projects for the promotional purposes of the event, for any publication or catalogue published on this occasion and within its framework or for the internet communication of le Signe or of a partner of the competition. Le Signe reserves the right to display the projects during other events, permanent, travelling or temporary exhibitions or to publish them upon prior information to their authors.

IMAGE RIGHTS

Each collective undertakes to respect the provisions relating to the image rights (Article 9 of the French Civil Code)

<https://www.service-public.fr/particuliers/vosdroits/F32103>

(e.g. if necessary have subjects or legal representatives of minors sign an authorisation to publish the photo / or take pictures of crowds in public space rather than close-ups or portraits.)

The projects

The projects will not be kept at le Signe or in the collections of the Town of Chaumont. Their authors will be informed by mail / email of the disposal of the projects after the jury or after the exhibition. The author(s) are in charge of picking up their projects within the deadline stated in the said email/mail. Beyond this deadline, the projects will be destroyed. Le Signe will not send any productions back to the participant.

The selected projects will be shown during the Biennial as of 24 May 2019.

The jury, composed of professionals awards three prizes, each of which materialized by a diploma. The three award-winning collectives will each receive 500 Euros, transferred to the bank account of the person “main contact” of the collective.

In this defined framework, the decisions of the jury are without appeal. Le Signe reserves the right to cancel the competition in case of force majeure.

Participation implies the full acceptance of the present rules without any restriction or limitation.

To open the possibles...

Projects

- AIME Team — *Reset Modernity!*, 2016
- Akoaki — *Detroit Cultivatore*, since 2016
- Akoaki — *Fashion garage*, since 2010
- Armin Linke, Peter Hanappe — *Phenotypes / Limited Forms*, 2007
- Artúr van Balen, Katherine Ball and Malcolm Kratz — *Tools for action*, since 2012
- Asger Jorn — *Football à trois côtés*, since 1993
- Collectif “Ne rougissez pas” — *1^{er} Mai*, 2018
- Formes Vives — *Les Soufflaculs de Saint-Claude*, 2016
- Gelitin — *Some like it hot*, 2011
- Hannah Hurtzig et Mobile Academy Berlin — *The Blackmarket for Useful Knowledge or Non-Knowledge*, since 2005
- Jeremy Deller — *Battle of Orgreave*, 2001
- Kobe Mathys — *Agency*, depuis 1992
- Laurie Peschier-Pimont — *Le travail de l'art*, 2014
- Les trames ordinaires — « *Oh, la belle gazette!* », since 2017
- Luna Maurer, Edo Paulus, Jonathan Puckey, Roel Wouters — *Conditional design*, 2009
- Luna maurer — *Red Fungus*, 2010
- Palle Nielsen — *The model*, 1968
- Pôle de recherche de la Cité du Design de Saint-Étienne — programme de recherche “Design des instances”, 2016-2020.
- Raumlabor Berlin — *Double Happiness*, 2017
- Raumlabor Berlin — *Space Buster*, 2011
- Rimini Protokoll — *Home Visit Europe*, 2015
- Rimini Protokoll — *Society under Construction*, 2016
- Rimini Protokoll — *Situation Rooms*, 2013
- Sandrine Nugue — *En cadence, marche ou danse*, 2018
- SPEAP, Nanterre Amandiers, Sciences Po — *Le Théâtre des négociations*, 2015
- The Yes Men — *New York Times Special Edition*, 2008
- Thomas Hirschhorn — *Gramsci Monument*, 2013

Reading

- Daniel Vander Guch — *Ce que regarder veut dire, pour une sociologie visuelle*, Les Impressions nouvelles, 2017.
- David Hockney — *That's the way I see it*, Thames & Hudson, 1999.
- Dunne, Anthony, Raby, Fiona — *Speculative Everything: Design, Fiction, and Social Dreaming by*, MIT Press, 2013.
- Étienne Cliquet — *La démo*, 2010
<http://www.ordigami.net/files/demo>
- Franck Leibovic — *on displays*, Villa Vassilieff, 2018.
- Franck Leibovici — *Des documents poétiques*, Al Dante, 2007.
- Franck Leibovici — *Henri Michaux: voir*, Presses Université Paris-Sorbonne, 2014.
- François Flahault — *Où est passé le bien commun?* Fayard, 2011.
- Georges et Mathias Rollot — *L'Hypothèse collaborative*, Hyperville, 2018.
- Joëlle Zask — *Participer. Essai sur les formes démocratiques de la participation*, Le Bord de l'eau, 2011.
- La 27^e Région — *Design des Politiques Publiques*, La Documentation Française, 2010.
- Les Nouveaux commanditaires — *Faire art comme on fait société*, Les presses du réel, 2013.
- Ludovic Duhem & Kenneth Rabin (dir.) — *Design écosocial: convivialités, pratiques situées & nouveaux communs*, it., 2018.
- Markus Miessen — *The nightmare of participation*, Sternberg Press, 2010.
- Roland Barthes — *Comment vivre ensemble*, Seuil, 1977.
- Tim Ingold — *Faire Anthropologie, Archéologie, Art et Architecture*, Éditions Dehors, 2017.
- Umberto Eco et Myriem Bouzaher — *Vertige de la liste*. Flammarion, 2009.

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Graphic design

g.u.i. (Angeline Ostinelli)

Fonts

Faune, Alice Savoie / Cnap

<http://www.cnap.graphismeenfrance.fr/faune>

Karla, Johnatan Pinhorn

<https://www.fontsquirrel.com/fonts/karla>

Founding members of the GIP

le Signe, centre national du graphisme.



ville de **CHAUMONT**
HAUTE - MARNE