32nd CHAUMONT

Graphic Design Biennial International Poster Competition

2027

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International Poster Competition 2027

6th Chaumont
Graphic Design Biennial

Deadline for sending the posters: 8 January 2027

(postmark date
is deemed proof)

Rules and regulations

PREAMBLE

The Chaumont International Poster Competition was launched in 1990 in order to value poster design on an international scale. The posters sent in by the designers for the competition are at the origin of a collection that now includes more than 50 000 pieces conserved in Chaumont.

The quality of the contemporary poster collection of Chaumont, associated with a collection of illustrated posters from the late 19th century and the vitality of the 31 editions of an annual festival that has become a biennial have allowed for the creation of a permanent venue in Chaumont entirely dedicated to graphic design: le Signe, centre national du graphisme, that opened its doors in October 2016.
The presentation of the Chaumont International Poster Competition will take place in 2027 during the 6th Biennale internationale de design graphique organized by le Signe, centre national du graphisme from 26 May to 17 October 2027.

ADMISSIBILITY CRITERIA

The International Poster Competition is intended for all professionals, independent or employee, working for the public or private sector, regardless of their age or nationality. The posters must have been commissioned or have existed in a real context (e.g., promotional or informational posters, events, etc.). Ineligible posters—such as decorative posters, those created specifically for a contest, or those that were not commissioned—will be considered out of competition.

Considering screens as a new medium for poster display, “animated posters” may be submitted to the appreciation of the jury under the condition that they have been commissioned. Whether it is a loop or an interactive object, the URL where the jury can consult these posters intended for screens must be mentioned in the appropriate field.

The organisation reserves the right to refuse projects containing elements that are hateful, obscene, discriminating, racist, xenophobic, homophobic, sexist or inciting to racial hatred. Any entry containing such elements shall be disqualified.

DATE OF CREATION CRITERIA

Only posters that were created within the past three years, i.e. 2024, 2025 and 2026 can be entered in the competition, regardless of their subject, their dimensions, their commissioners and the number of authors involved in the creation.
Posters that have already been entered in preceding editions of the competition cannot be considered a second time for this present edition.

QUANTITY

The authors have the possibility of presenting posters as individual works or as series constituting a project (a series of several pieces corresponds to one work).

Each participant in the competition can enter up to three projects. The on-line form makes this distinction possible.

JURY AND EXHIBITION

An international jury composed of four qualified personalities or studios, renowned in the field of graphic design comes together in Chaumont for several days in order to consider the posters entered by the participants. The jury selects approximately 100 posters that will be exhibited during the Biennial and chooses three posters or series of posters that will receive the mentions of "Grand Prix" and "Prix Espoir" of the Chaumont International Poster Competition".

The selection is entirely made by the jury based on printed posters physically received in Chaumont. No printed poster can be selected merely based on a digital file or a photograph.
The public will be invited to vote on those posters selected by the jury for the Biennale exhibition to award a third prize entitled "Prix du Public".

Subject to the renewal of the SAIF and Académie des beaux-arts partnerships with the International Poster Competition, three additional prizes may be awarded.

For the implementation of its scheme to support creation, dissemination and artistic and cultural education and vocational training, the Authors' Society of the Visual Arts and Fixed Images (SAIF) will support a fourth prize, the "Prix SAIF".
A fifth person, representing the SAIF will join the jury composed by le Signe, in order to designate this prize winner.
The prize will be awarded to a graphic designer or studio based in France. The SAIF manages the rights of authors in France and abroad, thanks to the representation agreements it has signed with authors' societies in more than twenty countries around the world, which represent SAIF member authors on their territory.

As part of its mission to support creative work, to contribute to the protection and illustration of artistic heritage and to its development, while respecting the pluralism of expression, the Académie des Beaux-Arts will support two "Prix Académie des Beaux-Arts".
A sixth person, appointed by the Académie des beaux-arts, will join the jury set up by Signe to select the winners of the Académie's prizes. These prizes will be awarded to emerging or established artists.

The Académie des Beaux-Arts, as it has been known since 1816, is one of the five academies that make up the Institut de France. Descended from the royal academies established in the 17th century, it now has a special status that allows it to administer itself freely.

It maintains an active policy of partnerships with a large network of cultural institutions and patrons. As an advisory body to the public authorities, the Académie des Beaux-Arts is active in discussing artistic issues.

PRIZES AND CEREMONY

The jury members of the 32nd edition of the Chaumont International Poster Competition shall designate three award winning posters corresponding to six cash prizes.

The authors of the prizewinning posters will receive the following sums (in Euros):

- 3000 € for the Grand Prix
- 1500 € for the Prix Espoir
- 1000 € for the Prix du Public
- 3000 € for the Prix SAIF (*) ;
- 5000 € for the 1st Prix Académie des beaux-arts (*) ;
- 3000 € for the 2nd Prix Académie des beaux-arts (*).

Description of the prizes:

- The Grand Prix rewards the poster or series whose visual, formal, experimental, informative, editorial, sensitive qualities have been acclaimed by the jury for its contribution to graphic design;

- The Prix Espoir highlights a poster or a series by a young author (until 35 years old) whose creation has been praised as exemplary in the context of a commission;

• The Prix du Public allows everyone to acknowledge an outstanding poster of the international selection by an online vote. A poster or a series cannot be awarded more than one prize. All work competing for the Prix Espoir is in competition for the Grand Prix.

• The SAIF Prize (*) rewards an individual graphic designer or a design studio based in France. ;

• The two Académie des beaux-arts Prizes (*) recognise the work of emerging and established artists for the excellence of their creative practice and the exemplary quality of their graphic design work ;

A poster or poster series cannot win more than one prize.

The awards ceremony will take place in Chaumont on Saturday, 29 May 2027.

(*): Subject to partnership renewal.

COPYRIGHTS AND MATERIAL PROPERTY

The participant also declares having read and accepted the terms of the assignment and exploitation pertaining to the works received, in compliance with the terms of the Copyright Assignment Agreement in the appendix of the present rules and regulations (appendix 1). All the works received for the International competition are subject to a manual donation to the Town of Chaumont (appendix 2).

These two appendices (manual donation and copyright assignment agreement) generated by the on-line registration recording the list of works sent in with their numbering and the information requested must be included in the poster package.

The posters selected by the jury for the Biennial exhibition may enter the collections of the Town of Chaumont upon decision or order, if they are accompanied by the letter of understanding and the manual donation. The posters that are not selected for the exhibition may also enter the collections, depending on the number of posters received, the storage capacity of le Signe, centre national du graphisme et according to a collection development scheme left to the judgement of the Signe team. The authors of the posters kept in Chaumont will be informed by email. No posters will be sent back to the participants.

HOW TO REGISTER

In order to participate in the competition, register on-line on the website of le Signe and follow the instructions:

- Accept the present rules and regulations
- Print out and sign the document « Copyright Assignment Agreement »
- Print out and sign the document “manual donation”
- Send your poster(s) by attaching the documents “Copyright Assignment Agreement” and “manual donation” to the consignment.

SHIPMENT AND RECEPTION OF THE POSTERS

The deadline for sending the posters to the competition is 8 January 2027, postmark date is deemed proof. Any poster sent after the deadline for sending shall not be considered for the international poster competition. Le Signe, centre national du graphisme à Chaumont disclaims any liability in case of loss or damage to the posters sent to the competition.

The posters must not be framed or pasted on cardboard. They must be carefully protected, without staples or tape on the posters for the shipment, that is paid for by the participant. No other document is to be pasted on the posters. The organizers disclaim any liability in case of loss or damage to the consignments.

The shipping costs of the works as well as any possible customs duties are paid for by the participants. The organizers reserve the right to refuse any work sent in with a declared value for which duties are payable. In order to avoid any customs duties, indicate the following on your package:

Shipping address:

Concours
international d'affiches
le Signe, Centre National du Graphisme
Pôle des Expositions et des Collections
1, place Émile Goguenheim
F-52000 Chaumont
FRANCE

FINALISATION OF THE REGISTRATION

Send the package(s):

- Including the posters and the two appendices duly dated and signed
- Bearing the mention "printed matter, without commercial value"
- By Friday 8 January 2027 (postmark date is deemed proof)

For further information, please contact:

concours@cndg.fr

Partners :

Soutenu par MINISTÈRE DE LA CULTURE – Liberté Égalité Fraternité · La Région Grand Est · Ville de Chaumont – Ville du graphisme · Haute Marne le Département · la culture avec la copie privée · la saif · Académie des Beaux-Arts · Graphisme en France

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