

ANNECY 2012

4th-9th June

Press release October 2011

Express yourself and become the creator of the Annecy 2012 poster!

Think, imagine, create, draw, model, colour, let your imagination run wild and astonish us!

The Annecy International Animation Film Festival is launching a Call for Projects for the creation of the 2012 visual.

Don't forget that **Annecy** has been the capital of animation for over 50 years.

- **Annecy** is a Festival devoted to animated pictures, with an official selection of features and short films, graduation films, TV and commissioned films, Work in Progress, making of sessions, meetings with film crews and a whole lot more.
- **Annecy** is also a Festival for the general public with exhibitions, signing sessions and programmes for the young and old shown in theatres or outside in the evenings.
- **Annecy** is a Market and the biggest Trade Fair in the world devoted solely to animation, that each year sees an increase in the number of its participants. It is also the Creative Focus, which is both a place for seeking out talents and networking between decision-makers and creatives.
- **Annecy** is conferences that look into major issues concerning the industry from an artistic, technique and economic point of view.

This Call for Projects is open to all and offers the winning artist incredible visibility as the visual will be used across all the Festival communication, including magazine ads, poster campaigns in the town, hanging banners, invitations, publications (catalogues), press kits and releases etc.

The winning artist will also receive 2,500 € and be invited to the Festival for the week from 4th to 9th June 2012.

The jury, made up of the CITIA management committee and the Festival Artistic Director, will be looking for specific criteria, such as the impact produced by the visual, the aesthetics (a pronounced graphic style), the originality and the quality of the message.

So... put those creative caps on!

The Call for Projects is downloadable from www.annecy.org

- For further information, contact:
Laurence Ythier, Head of Press Relations and Special Operations
laurenceythier@citia.org