



Say Something Campaign Guidelines

2011 Sydney Gay and Lesbian Mardi Gras

This information is for people interested in and creating/sharing artwork for the Sydney Gay & Lesbian Mardi Gras 2011 season concept "Say Something".

The idea is that everyone has the opportunity to Say Something using the season poster and artwork. Artists can choose whether to include their name and location on their submissions. Submissions can be digitally created or physically hand made.

The digital submissions will be posted on the facebook community:

Say Something - Sydney Gay & Lesbian Mardi Gras 2011

There is also the opportunity for these artworks to be printed and physically posted at businesses and as street art around Sydney.

Step 1 Select Like for this community:

<http://www.facebook.com/SaySomething2011>

Step 2 Download the files for the 2011 Mardi Gras Season artwork from:

<http://www.yarwood.com.au/mg2011/files01.html>

Step 3 Unzip the files and create your own digital or hand made season poster.

If you are not so digitally inclined and wish to participate you may like to download a predefined template in the file format you require, print it out to any size (A4, A3, A2, A1 or even A0) and create a hand made style poster such as these:

<http://www.facebook.com/album.php?aid=53328&id=184544518228647>

Step 4 Post your digital creations on the facebook community or print them out to display in your neighbourhood. If you post your artwork up in shops, businesses or your gym for example, take a photo of it and upload to the facebook community also.

We are also investigating the possibility of an art gallery opening/competition using the best of the submissions and the use of images in multimedia displays around Sydney. If you wish to submit images that may be inappropriate to post on facebook, you can email to:


SaySomething@yarwood.com.au

We will endeavour to post them elsewhere.

You may wish to make a video for this project that can also be uploaded to the facebook community.

There is much potential for this concept to create a lot of buzz around the 2011 Sydney Gay and Lesbian Mardi Gras Festival and we are expecting it to go viral. YOU can be part of this.

Guidelines

- You may create work anywhere on the page either inside the speech bubble or outside the speech bubble.
- You may reshape/resize the bubble.
- The "Say Something Mardi Gras 11" logo should be included as part of your artwork. It may be resized to suit.
- Your artwork may be text or graphical, digital or hand made.
- You are encouraged to include your name and place of residence on the artwork
eg. Sue-Ellen Cox, Newtown, Sydney
Tim, New York 10159
- You may provide a description or explanation of your work.
- Political and social commentary is welcomed.
- Remember this is a GAY, LESBIAN, BISEXUAL, TRANSGENDER & QUEER related festival. Artworks should Say Something relevant to your audience.
- All works posted on the facebook community are at the discretion of the administrator(s). Also you will need to consider facebook policy on content.
- All artwork for this project will be submitted and distributed under the copyleft principle:
<http://en.wikipedia.org/wiki/Copyleft> 
- In summary, you are free to download use, modify and redistribute the files or any artwork but you cannot benefit commercially from this campaign.
- Spread the word. You are encouraged to enlist your friends.

There are more exciting initiatives around this year's festival so stay in touch with the facebook community to be kept up to date.

So Say Something about injustice.

Say Something to your mother.

Say Something critical.

Say Something funny.

Say Something with passion.

Say Something to the cute visitor that will have him or her return to our shores again.

Say Something about equality.

Just get out there, this is your chance to **Say Something**.

Thank you for your interest and participation. **Happy Mardi Gras!**

dated 14th Manuary 2011