



For more information, contact:
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AHSC 2012 POSTER CONTEST RULES

The Asian Heritage Street Celebration (AHSC) produced by the AsianWeek Foundation is hosting its annual poster contest in partnership with the Asian American Women Artists Association, Asian Art Museum, Center for Asian American Media, and Kearny Street Workshop.

Prizes:

- The prize-winning poster may be used as part of the AHSC Community Outreach campaign, including posters, postcards, Muni bus ads, BART banners, bus shelters, newspapers ads, TV ads, SFUSD school awards and others.
- Winner will be selected as the prize-winner to be reproduced and distributed as the official 2012 8th Annual Asian Heritage Street Celebration poster and featured on AsianFairSF.com, AsianWeek.com, Asian Art Museum, Asian American Women Artists Association, Center for Asian American Media, and Kearny Street Workshop websites. The winner will receive a cash prize of \$500.

Event Details:

- 8th Annual Asian Heritage Street Celebration
- Saturday, May 19, 2012
- Location: Civic Center / Little Saigon Area – Larkin between Grove and Ellis Streets.

Deadline for submissions: Friday, January 6, 2012 at midnight.

Guidelines:

- Communicate a motivating message celebrating Asian Pacific American heritage.
- Graphically eye-catching.
- Visualization of the dynamic and multifaceted nature of Asian Pacific America today
- If possible, include reference to the fact that this will be the eighth annual event (i.e. the 2006 winner used a red background color for “2,” the 2007 winner used the body of the dragon for “3,” the 2008 winner used fish for “4,” the 2009 winner used the branch for the “5,” the 2010 winner used a bonsai plant to represent “6,” and the 2011 winner used a crane to represent “7.”

- Go to AsianFairSF.com and click on “poster contest” to see all of the previous winners. This year’s poster should generate similar excitement, but represent a new year and a new celebration!
- Each entry must include the artist's name, address, phone number and valid e-mail address, and a brief description of the concept.
- Please submit original work only.
- Signed release forms are required for copyrighted images or materials. Release forms are also needed for “subjects,” whether public or private citizens.
- Artists may submit multiple poster entries.
- When creating your poster, please remember that the winning poster will be reproduced and distributed in various media and formats (print, TV, Internet, T-shirts, etc.) The winning artist will be responsible for reformatting the design.
- For more information, e-mail ahscposter@gmail.com or call (415) 373-4002.

Artwork:

- The poster must include the words 8th Annual Asian Heritage Street Celebration, the date – Saturday, May 19, 2012 – followed by tagline underneath – Third Saturday of every May, the location – Civic Center to Little Saigon, the time – 11am to 6pm, text: Free Admission, and the AHSC website address, www.AsianFairSF.com.
- All poster entries should be submitted as a flat JPEG file, be less than 2MB, and no larger than portrait size 11” x 17”.
- The winner will be asked for additional materials including a high-resolution JPEG file. Computer-generated poster winners will be asked to send a disk or CD of all poster native files and linked images. All fonts should be converted to outline fonts.
- The winner will be asked to provide print quality files:
 - a. 300 DPI
 - b. CMYC
 - c. Scalable vector
 - d. layered
 - e. 11” x 17”
- Submit entries online at: <http://asianfairsf.com/2012-poster-contest-entry-form/> by midnight on Friday, January 6, 2012.

Announcement of Winner:

The winning poster will be selected and announced by March 2012.

The AsianWeek Foundation reserves the right to alter the final poster design or to reject all submissions for the final poster design. Prize will be awarded even if no design is accepted for the poster. No entries will be returned, so please keep all your files and/or scan your work.

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About the AsianWeek Foundation

The Asian Heritage Street Celebration is organized by the AsianWeek Foundation in cooperation with over 150 organizations in the local and Asian American community. It is held the 3rd Saturday of every May. The AsianWeek Foundation is a non-profit 501(c)(3) committed to developing Asian American community. All proceeds from the Celebration are donated to local and national non-profit organizations.

www.asianfairsf.com

About the Asian American Women Artists Association

AAWAA is a nonprofit arts organization dedicated to ensuring the visibility and documentation of Asian American women in the arts. Through exhibitions, publications, and educational programs, they offer thought-provoking perspectives that challenge societal assumptions and promote dialogue.

www.aawaa.net/

About Asian Art Museum

The Asian Art Museum of San Francisco is one of the largest museums in the Western world devoted exclusively to Asian Art, with a collection of over 17,000 artworks spanning 6,000 years of history. The museum is a public institution whose mission is to lead a diverse global audience in discovering the unique material, aesthetic, and intellectual achievements of Asian art and culture.

www.asianart.org/

About Center for Asian American Media

The Center for Asian American Media (CAAM) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media.

www.asianamericanmedia.org

About Kearny Street Workshop

KSW, a non-profit, community-based organization whose mission is to produce, present and promote art that empowers Asian Pacific American artists and communities. KSW serves the community as an information resource and through their four areas of arts programming: adult arts education, next generation arts support and training, multidisciplinary arts presentations, and publications. www.kearnystreet.org