

BIG DANCE AND DESIGN MUSEUM PRESENT...

THE TRAVELCARD WALLET DESIGN COMPETITION



DESIGN BRIEF

To celebrate Big Dance 2012, you are invited to design the cover of a Travelcard Wallet. The design for the wallet should capture the energy of dance as part of the programme's promotion to the public.

Your design should reflect your ideas on the theme of **Dancing in the Streets**.

Can you capture the rhythm, energy and movement of dance in a design?

First, download the travelcard template. Your design needs to cover the front of the travelcard wallet.

The competition is open to those aged 5 – 16. There are two categories that will be judged: 5 - 11 years and 12 - 16 years.

ABOUT BIG DANCE

Big Dance festival will take place from 7 – 15 July 2012

Big Dance is a biennial celebration of dance and dancing with 9 days of dance events in unusual places throughout the UK – shopping centres, parks, lidos, galleries and stations.

Big Dance has taken place in 2006, 2008 and in 2010 reached an estimated 1.2 million people in the capital.

Big Dance is London's Legacy Trust UK programme delivered by the Mayor of London and Arts Council England. The programme promotes London and the UK as a world-class centre for high quality dance. The aim is that thousands of people will be inspired to make dance a part of their lives in 2012 and beyond - already 9 million people have been touched by Big Dance.

Big Dance is one of the Mayor of London's keynote cultural projects in the run up to the Olympic & Paralympic Games in 2012.

Big Dance is part of London 2012 Festival, the culmination of the Cultural Olympiad.

The Foundation for Community Dance are co-ordinating a national Big Dance 2012 programme in partnership with The Big Dance Hubs. For more information on Big Dance, please visit: <http://www.bigdance2012.com>

INSPIRATION

Look around you on your walk to school. There is movement and dance all around us; the autumn leaves are twirling as they fall from the trees, the pedestrians are walking to a silent beat, the buildings are pirouetting against the sky.

Carefully observe these everyday movements. Which ones do you find beautiful? How could they inspire a dance?

Below are some video and picture resources which might give you new ideas about movement in the street. How will your design show the theme **Dancing in the Streets**? What materials could you use to capture the movement you want to show?

Watch these videos of everyday movement to see how a street can look like it is dancing:

London Timelapse

What if dancers join in with everyday movement? How do these dancers interact with everything around them?

Anaheim Ballet

Sound of Music – Antwerp

How can you capture movement in a still image? Look at these photographs to see how movements have been represented:

Action Sequence Photography

TOP DESIGN TIPS

- Keep your design simple and eye catching
- Use a variety of sources to research the theme Dancing in the Streets; look at magazines, dance company websites or watch films.
- Inspiration can be everywhere - carry a sketchbook to record your ideas.
- Start a mood board to collect your research. This will help you develop your designs.
- Experiment! You could create your design with pencil, pens, paint, collage or photography.
- Be original, creative and colourful.
- Aim to make your work look as appealing and eye catching as possible

SUBMISSION

Send your original artwork plus your completed submission form to:
Anne Hartley, Arts Council England, 5th Floor, 14 Great Peter Street,
London, SW1P 3NQ.

Your entry must reach the address before Thursday 1 March 2012.

WINNERS

Two finalists will be selected from all the entries; one from a designer in the category of 5 – 11 years and one from a designer aged 12 – 16 years.

The winning design will be printed on to travelcard wallets and displayed in the Design Museum Shop.

The winning designers will receive 10 travelcard wallets featuring their design and a goody bag.

TERMS AND CONDITIONS

- All information on how to enter this competition form part of these terms and conditions.
- The decision of the judges is final.
- Submitting an entry to the competition will be deemed as an acceptance of these terms and conditions.
- This competition is open to residents of the UK, Channel Islands, Isle of Man and Republic of Ireland, except for Greater London Authority or Arts Council England employees or anyone else associated with the running and judging of this competition.
- The final date for submission is Thursday 1 March 2012. Any entries after this time will not be accepted. Incomplete entries will not be accepted. No responsibility can be accepted for lost or damaged entries.
- Entries cannot be returned.
- Designing must not be the primary vocation of the entrant.
- Entrants may submit one design only.
- Entries should include the following details: name, age, contact details, short description of the design (no more than 25 words). Designs should be submitted as original artwork.
- All submissions must be the work of the individual who is submitting and must not have been published elsewhere or have won any other design competition. It is the responsibility of the entrant to check that they have not infringed the intellectual property or copyright of any third party.
- The design that is selected as winner will be the one that is judged to be the most visually appealing, original and best adhere to the theme of 'Dancing in the Streets'.
- The successful entrant will be notified by email by 1 April 2012
- Unsuccessful entries will not be notified

The judges decision is final. Big Dance will not enter into correspondence about individual designs after they have been submitted, or after judging.