



3,2,1...Go!
Illustration contest
January 15th – March 15th 2021

Today, January 15th marks the opening of the Illustration international contest sponsored by "Associazione Culturale Noi Altri" in collaboration with "Noi Libreria spazio culturale di vicinato" and "Fontegrafica".

The contest is open to every illustrator, experienced and emerging ones and it is an invitation to make an illustrated project with leporello format.

To the winner a prize of 1,000 euros.

The contest

3,2,1...Go! is an illustration international contest open to every illustrator, experienced and emerging ones. The contest format involves the development of an idea with leporello format (format of 87x15 cm) around three visual elements that recall a sense. For this first edition, the idea is that of a journey, a second start, a path or what inspires the most the three "key objects": a hat, an umbrella and a suitcase.

The work of the participants will somehow involve the three elements. The connection (or disconnection) between these elements is left to everyone's creativity. It can be a story, to be discovered page after page, or an only image, with a folding opening.

The panel

An international panel will judge the works and choose the winner. It is composed by the illustrators Sarah Mazzetti (Italy), Page Tsou (Taiwan), Jean Van Der Veken (Belgium), Cynthia Kittler (Germany); with them also Simone Sbarbati, founder and director of *Frizzifrizzi*, an online magazine dedicated to the visual culture, Adriano Attus, creative director of *Il Sole 24 Ore*, Caroline Buijs, coordinator of the special projects for the Dutch magazine *Flow*, and Corrado Musmeci, general director of *Fontegrafica*.

The prize

The winner will be given the chance to complete and print his/her own idea thanks to a detailed consultancy with *Fontegrafica*.

The leporello printings, limited edition, will be sold by *NOI libreria*, and other selected stores.

The winner will also be given a monetary prize of 1,000 €.

The sponsors

The contest is sponsored by *Noi Libreria spazio culturale di vicinato*, an independent bookstore mainly focused on the illustration world. The bookstore, opened one and a half year ago, in 18 Delle Leghe street, in Nolo district (Milan), it became in a very short time a cultural outpost of the district and a reference point for who loves illustrations and hosts meetings, presentations, exhibitions of illustrators and artists like Carlo Stanga, Ayumi Kudo, Carlo Duina, Fernando Cobelo, Sarah Mazzetti, Alice Piaggio, Elisa Macellari.

Noi Libreria and the newly born Associazione Culturale *Noi Altri* are supporting the design and co-production of this project. Associazione Culturale *Noi Altri* is born as a rib of the bookstore, with the precise aim of promoting

illustrations and visual arts to the great audience with projects that involve labs, artist residencies, exhibitions and illustration contests.

The partners

The project is realised thanks to the great collaboration of:

Main partner
Fontegrafica

Cultural partners
Belgium Honary Consulate
Cultural Department of the Representative Office of
Taipei in Italy
Goethe Institut Mailand
The Netherlands Consulate

General information

It is possible to join the contest from January 15th to March 15th 2021, at 12:00 h.

It is necessary to submit a participation fee of 5 € that will finance, at least partially, the organization of an exhibition of the most meaningful works and the distribution of the winner's work in Italy.

To join and download the full terms and conditions: www.noilibreria.it/contest

For further information on the contest:
contest@noilibreria.it

Contacts

Andrea Angeli
328 4877729

Attachment 1.

Our panel - biographies

Adriano Attus

Creative Director of Il Sole 24 Ore, Adriano Attus has a twenty-years experience as graphic designer and art director for the main Italian newspapers.

Multi-talented and multi-media, he collaborated with Axa, Bloomberg, Bombay Sapphire, Bmw, Eni.

He is communication consultant for Archdiocese of Milan and professor of Visual Communication and Graphic Information Processing at the master's degree in Journalism, at IULM University.

Caroline Buijs

Her love for illustration has grown since she started to work for Flow in 2008, where she actually is Project Coordinator. Every year she coordinates the Flow Book for Paper Lovers by getting in touch with illustrators from all over the world. Besides, she is journalist and writes stories for Flow on personal development, nature and creativity.

Cynthia Kittler

German illustrator currently working in Offenbach/Frankfurt Am Main. Her clients involve The New Yorker, The New York Times, Bloomberg Businessweek, Die Zeit, Süddeutsche Zeitung and Der Spiegel. Cynthia Kittler illustrated four books and the fifth - Planet Fashion - is the first one for children. She also taught Drawing and Illustration at the University of Applied Sciences of Würzburg and Mainz.

Sarah Mazzetti

Illustrator from Bologna, based in Milan. After her Degree in Communication at the University of Bologna, shes studies at IED in Milan and now she teaches Illustration at IED in Turin.

The works of Sarah Mazzetti appeared on The New York Times, IL, Plansponsor and many other magazines. Her talent made her realize book covers, comics, books for children, posters, branding for festivals and art installations.

Corrado Musmeci

Graduated in Economics and Commerce with a specialization in Business Organization, Corrado is Administrator of Fontegrafica, family business seen as national and international reference point for high-quality printing. He is very active in sectoral branches of printing, he is member of the board of directors of Istituto ITS Rizzoli, vicepresident of the Unione Industriali Grafici of Milan and professor at master's degree at IED and NABA of Milan.

Simone Sbarbati

Director of Frizzifrizzi, online magazine of visual culture, Simone Sbarbati wrote about illustration, design, fashion and culture on several magazines.

He is the author of the book "Una straordinaria normalità", published by Corraini Edizioni. He taught Communication at IED Milan, IUAV Venice and University of Bologna.

Page Tsou

Book illustrator, visual artist and editor based in Taipei.

He finalized his master's degree in Communication Art & Design at the Royal College of Art in 2009. He works on artistic projects both commercial and personal ones.

Page Tsou received several prizes: Bologna Children's book Fair SM premio internazionale per la mostra (winner), 3x3 Professional Show (Best of show, Gold award).

Jan Van Der Veken

Belgian artist who works at international level for great and small clients in the cultural branch, private and commercial. He studies Graphics and Typography at Sint Lucas School of Architecture of Ghent and he now teaches Illustration at the Royal Academy of Fine Arts.

Van Der Veken creates illustrations for several journals and magazines. He founded his own Design Company, Fabrica Grafica in 1999.