

# THE BRIEF

Project Against Russian Aggression



TBILISI DESIGN FESTIVAL®

by Ad Black Sea

## BACKGROUND:

Tbilisi Design Festival 2024 is the first design event organized by Ad Black Sea festival team and we want to establish a tradition that will continue every other year. We will choose a special cause and encourage creative minds to use their talent to help the cause.

This year, we plan to focus on using creativity against Russian aggression. The consequences of Russia's invasion of Ukraine have been devastating, and Georgia is particularly sensitive to this issue as 20% of our country remains occupied by Russia.

To maintain awareness and prevent the world from becoming accustomed to this situation, we want to announce an open call for designers and illustrators to create a poster expressing the injustice and evil of this aggression.

The final selection will be made by none other than Stefan Sagmeister. Selected work will be collected and showcased in different formats.

The project will be curated by  
STEFAN SAGMEISTER

## WHAT

For centuries Russia -  
Occupies.  
Kills.  
Destroys.  
Demoralizes.  
Corrupts.

Wherever it comes, it brings physical, mental and spiritual degradation. Wherever it stays, it brings destruction and death. It's an evil empire.

## FOR WHOM:

If you are a designer or an illustrator from any of those countries, who has experienced the devastating impact of Russian aggression;  
if you've been observing or feeling the scale of crime they are committing against the humankind in Ukraine;  
if you know what they've been continuously doing through the decades in Georgia or any other 'victim' country;  
And you want to express your thoughts and feelings against this.

## HOW

A1  
Poster

## WHEN

JUL 01 2024

## WHERE

New Message

awards@adblacksea.com

Send

