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11th
Asia Graphic Design
Triennale
2021

11th Asia Graphic Design Triennale 2021



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Exhibition Invitation

The Asia Graphic Design Triennale, hosted by the Korea Ensemble of Contemporary Design (KECD), has been held every three years since it first started in 1992. Many artists, countries, and design organizations have participated to hold exhibitions aimed at exchanges, collaborations, and the future of design. The Triennale which will celebrate its 11th anniversary in November 2021, will invite designers from all over the world to exhibit their works. The exhibition will be held at Seoul Arts Center. We look forward to your active participation and outstanding design.

September 5, 2021

Yoo, Yoonho

President, Korea Ensemble of Contemporary Design

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Exhibition Overview

The Collective means a more robust convergence and collaboration. After the Covid-19 Pandemic, exchanges globally have halted, and they have slammed the gates shut for each other's safety. Historical experience shows that this situation will end soon, but the world will suffer from the fears and scars of the pandemic.

We, as designers, must now prepare for a new type of meeting and exchange that will occur after the pandemic. Again, our mission is to create a solid convergence and collaboration, which is The Collective. Moreover, this theme is the core message of this exhibition.

Industry, product, advertising, universal, and all related fields need to focus more on human-centered messages and connect each other while establishing a notion for the safety of the human community. The future we must lead is The Collective, and The 11th Asia Graphic Design Triennale 2021 will present a new communication means in the design field.

Theme	The Collective
Exhibition Period	November 6 (Sat.) - November 13 (Sat.) 2021
Exhibition Opening	2pm November 6 (Sat.)
Exhibition Location	Seoul Arts Center Seoul Calligraphy Art Museum 3rd Floor
How to Participate	Face to Face and VR (Virtual Reality) Exhibition
Exhibition Type	Poster Exhibition
Participating Artists	National Artists (100) International Artists (200, Approx. 10 countries)

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Exhibition Direction

National Artists

KECD will invite our members in the design field and other professionals among design societies and associations in Korea.

International Artists

We will Invite members of design societies, associations, academies, and global artists.

ADGT (Asia Graphic Design Triennale) Award 2021

- Award: Winner(1), Gold(1), Silver(2) and Bronze(5) awards
- Independent ADGT jury panel consists of a total of 3 high profile design experts

Management Committee (10 in total)

The 11th Asia Graphic Design Triennale management committee installs and operates to conduct an efficient exhibition.

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Poster Submission

- Submit 2D design poster on the thematic, The Collective (limit of one entry per person)
- Submission Requirements
 - : Poster, Poster for Catalog, Profile Picture, and Checklist
 - 1. Exhibitor checklist for each association (document form is sent by email to whom is responsible for the association)
 - 2. Poster: A1, Width 594mm x Height 841mm, CMYK, 300dpi, JPG
 - 3. Poster for catalog: Width 210mm x Height 297mm, CMYK, 300dpi, JPG
 - 4. Profile picture: Width 30mm x Height 40mm, 200dpi, Grayscale, JPG
 - 5. Entry Form: PDF or Word document

How to Submit (KECD's Webhard)

1. Login to Webhard (www.webhard.net)
 2. ID: kecd1969, Password: 1969
 3. Go to 'GUEST Folder' and then click 'Upload Only' folder
 4. Click 'The 11th Asia Graphic Design Triennale (international entry)' folder
 5. Create a 'NEW FOLDER' (folder naming: name of association)
 6. Upload (association's checklist, poster, poster for catalog, profile picture, entry form)
- * Please, find more details in attached file.
- * Each association organizes and uploads members' entries into one folder.

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Entry Submission and Exhibition

- Submission Deadline: October 10, 2021
- Artwork installation: Friday, November 5, 2021
- Domestic and international PR: Retain PR channels through various media and diversifying public relations through each conference and association.

Confirmation of Participation

- KECD will issue certificate of participation in digital file thru e-mail.

Host Association: Korea Ensemble of Contemporary Design (KECD)

- Contact Information (Secretary General: Jay Choi)
Add.: 59, Arirang-ro, Seonbuk-gu, Seoul, Korea
Website: www.kecd.org
Phone: +82.2.555.1801 (Secretary General: Jay Choi)
E-mail Add.: master@kecd.org
Please, feel free to contact us at any time

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