

Joseph Binder Award 2020

The Joseph Binder Award is an international competition with a focus on **graphic design and illustration** and was first launched by designaustria in 1996. It is named after one of the major graphic designers and illustrators active in Austria between the two World Wars, who subsequently also revolutionized visual communication in the United States.

The Joseph Binder Award aims at recognising and defining current bench marks, highlighting leading social, cultural, and economic markers, encouraging the improvement of standards in graphic design, and raising the general awareness of superior design quality. It is meant to honour the merit of existing work that exhibits design excellence.

Graphic designers, illustrators, advertising agencies, and students enrolled in relevant courses from all over the world are invited to enter their works realized in 2018 and after by **29 February** (early bird) or **17 April 2020**.

This competition is supported by the following partner organizations:

Allianz deutscher Designer (AGD)
Associazione Italiana Design della Comunicazione visiva (AIAP)
Berufsverband der Kommunikationsdesigner (BDG)
Croatian Designers Association (HDD)
Swiss Graphic Designers (SGD)
Typographische Gesellschaft München (tgm)
Design Luxembourg
typographische gesellschaft austria (tga)
Czech Union of Graphic Design (UGD)
Lithuanian Graphic Design Association (LGDA)
The Association of Finnish Illustrators (Kuvittajat)
Designers Society of Slovenia (DOS)
Russia Designers Association
Vereinigung der slowakischen Illustratoren (ASIL)
Turkish Graphic Designers Association (GMK)
Association of Polish Graphic Designers (STGU)

Joseph Binder (1898–1972)

Joseph Binder, the donor and name giver of this competition, was one of the pioneers of the so-called »Viennese style of two-dimensionality« and referred to himself as »graphic designer« at an early date. He derived the basics for his pictorial language from the visual arts: from 1922 on, the trained lithographer and typographer studied painting at the Vienna School of Arts and Crafts under Berthold Löffler, a contemporary of the Secessionists Kolo Moser, Josef Hoffmann, and Alfred Roller, who were teaching at the same school and whose ambitions for an artistic renewal also had an impact on advertising and commercial art produced after the First World War.

It was early in his career that Binder attracted attention in poster competitions in Austria and Germany and in 1926 was honoured with the Republic of Austria's National Design Prize for the best overall performance of a graduate from the School of Arts and Crafts. Later on, in the 1930s and 1940s, he received numerous awards from the New York Art Directors Club and came off as the winner of a poster competition for the 1939 New York World's Fair. Having become a successful graphic designer himself, it was a primary concern of his to help young designers on their way with his know-how. The political circumstances prevented him from teaching at his former school, today's University of Applied Arts in Vienna. However, several visiting lectureships in the United States

during the first half of the 1930s made it possible for him to impart his knowledge and skills to the young generation.

After stays in Chicago, Minneapolis, Milwaukee, Los Angeles, and New York, he settled in the United States permanently and in 1944 became an American citizen. His clients in Vienna had included such renowned local brands as Meinel, Arabia Kaffee, Persil, Bendsdorf, and Wagon-Lit, as well as numerous cultural institutions and tourist organizations; in his new home country, he worked, among others, for the U.S. Navy, the Red Cross, the Association of American Railroads, and United Airlines. In 1934, he published the principles of his commercial art in the book »Colour in Advertising«.

With his works, characterized by clarity, harmony, and dynamism, he paved the way for modern visual communication. In 1935, the »Minneapolis Tribune« wrote about the visiting lecturer at the Minneapolis School of Art: »Joseph Binder, a young artist from Vienna, has revolutionized commercial art in the United States and in Europe, having achieved something that will remain. His designs for posters, packages, and industrial products are creations in the spirit of the modern world.«

Eligibility

Participation is open to graphic designers and illustrators and to design students from all over the world (as individuals or teams). They may enter projects in the fields of graphic design and illustration published or realised in 2018 and after. The number of entries is not limited.

Categories

A GRAPHIC DESIGN

1. Corporate Design

Corporate identity programmes, logotypes, office stationary, etc.

2. Communication Design

Ads, mailings, leaflets, brochures, social media, online campaigns, calendar, stamps, etc.

3. Information Design

User instructions, signage systems, exhibitions, stands, diagrams, etc.

4. Type Design

Fonts, lettering, etc.

5. Poster Design

Indoor and outdoor posters of all formats and genres

6. Editorial Design

Books (fiction and non-fiction), art and exhibition catalogues, annual reports, magazines, newspapers, etc.

7. Packaging Design

Packaging graphics, labels, etc.

8. Screen Design

Websites, microsites, apps, interface design, newsletter, software design, etc.

B ILLUSTRATION

1. Book Illustration

Illustrations for children's books, fiction, poetry, non-fiction, graphic novels, etc.

2. Media Illustration

Illustrations for periodicals, newspapers, etc.

3. Commercial Illustration

Illustrations for advertising media, etc.

4. Illustration in Miscellaneous Applications

Illustrations for diverse communication media, animations, game design, storyboards, etc.

C DESIGN FICTION (special category)

Unpublished works, independent projects, unrealized concepts, school projects, etc. in all graphic design and illustration disciplines

Works to be entered in several categories must be registered separately for each category. This competition assesses exclusively works in the field of graphic design and illustration.

Selection Process: two-stage jury (1. online jury, 2. offline jury)

In a first round, the jury will rate all of the projects entered online. Those projects scoring highest will subsequently have to be sent in the form of printed examples (if available) and be assessed physically at designforum Wien in July 2020.

Entry

The entrants have to register online at www.designaustria.at/jba20.

For each entry, a registration form containing detailed credits and information on the client must be filled in online. This form will serve as an administrative aid and as the basis for a possible future publication of the project in the catalogue. Further participation requirements are a short description of the project (max. 1,800 characters) and relevant images. Students are asked to enclose a confirmation of studies. All of these documents have to be uploaded on the website.

For each entry successfully registered you will receive a confirmation via e-mail containing an individual entry number.

Participants whose submission(s) has/have been nominated by the jury for the second round will be notified in due time and asked to send the following materials to designaustria by post by July 2020:

- 2 completed registration forms
- printed example(s) of the project

Books, posters, annual reports, etc. should be sent unmounted. Small-sized works consisting of multiple parts should be mounted on panels (cardboard or foamboard) no larger than A2 (420 x 594 mm). The participants should not send more than five panels per entry. For oversized works (such as billboard advertising), printouts or photographs will be accepted. Original designs will only be accepted in the Design Fiction category.

It's also possible to send a courier to deliver the entries or deliver them personally during office hours (Mon–Fri 10am–6pm). Please mark the package as follows: »Joseph Binder Award 2020 – no commercial value«.

Entry Deadlines

Early bird phase: online submission by **29 February 2020**.

Regular participation: online submission by **17 April 2020**.

Fees and Payment

Entry fees

First entry: 115 euros

Reduced fee for members*: 90 euros

Reduced fee for students: 55 euros

Each further entry: 80 euros

Reduced fee for members*: 65 euros

Reduced fee for students: 40 euros

*Members of the partner organizations

Fees for returning entries

20 euros (Austria) / 30 euros (abroad) per entry

Materials sent by post will only be returned upon the entrants' explicit request and at their risk and expense (option to be chosen on the registration form). Fees for return postage will be charged separately.

Production Fee (for catalogue and exhibition)

For entries selected by the international jury to be published in the bilingual catalogue (German/English) and presented in the exhibition, entrants will be charged a fee to cover parts of the production costs in the amount of 390.00 euros (incl. 20% VAT) per entry (for a double-page spread). Entrants whose projects have been selected will receive two free copies of the catalogue per published entry. They will receive a 50% discount when ordering further copies. No printing fees will be charged in the Design Fiction category.

All fees incl. 20% VAT.

Payment

Fees become due upon registration and have to be paid after receipt of an invoice, which will be sent by e-mail after the deadlines for entries have expired (early April or June).

Contact and Shipping Address

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designforum Wien
MQ, Museumsplatz 1, Hof 7
1070 Vienna
Austria, Europe

T (+43-1) 524 49 49-25

E jba@designaustria.at

Jury

The works entered will be evaluated by an **international jury of experts**. Members of the jury (and their family members and employees) are excluded from participation in the competition. The international jury of experts will assess the projects entered in two rounds: first in the online selection process and, as a next step, in the original.

The following jury members have been nominated for 2020:

- Susanne Breinfeld, Communication Designer, BDG Board Member, Mainz/Germany
- Christina John, Communication Designer, tgm Board Member, Munich/Germany
- Laurent Graas, Strategic Director, Design Luxembourg Board Member, Leudelange/Luxembourg
- Indra Kupferschmid, Typographer, Saarbrücken/Germany
- Aad Goudappel, Illustrator, Rotterdam/Netherlands
- Tina Guthauser, Communication Designer, Sissach/Switzerland
- Francesco E. Guida, Communication Designer, AIAP Board Member, Milan/Italy
- Martin Tiefenthaler, Typographer, tga Board Member, Vienna/Austria
- Daniel Stolle, Illustrator, Kyröskoski/Finland
- Irena Gubanc, Graphic Designer, Ljubljana/Slovenia
- Vitaly Stavitsky, Graphic Designer, Moscow/Russia

- Lena Mitkowa, Graphic Designer, STGU Board Member, Warsaw/Poland
- Stepán Holic, Graphic Designer, UGD Board Member, Praha/Czech Republic
- Marko Golub, HDD Board Member, Zagreb/Croatia
- Torsten Meyer-Bogya, Designer, AGD Board Member, Kiel/Germany
- Gediminas Lasas, LGDA Board Member, Vilnius/Lithuania

Awards

In each category, a **Joseph Binder Award in gold, silver, and bronze** will be awarded in the form of trophies: the ball of crumpled paper encased in glass is a symbol for the creative process.

In order to support independent, conceptual, and scientific activities in the fields of graphic design and illustration, money prizes will be awarded in the **Design Fiction** category in addition to the trophies:

First prize: 2,500 euros

Second prize: 2,000 euros

Third prize: 1,500 euros

Additionally, the jury may choose up to five **Merit Awards** per category. All of the entries selected by the jury will be published in a catalogue. The jury may withhold or reallocate awards and money prizes.

Entrants will be notified of the results after the jury process (July 2020). Entrants whose works have been selected agree to supply high-resolution images of the respective work(s) for reproduction in the catalogue free of charge.

Award Ceremony and Catalogue

The winners will be publicly disclosed in November 2020 within the framework of a festive presentation of the selected and prize-winning entries, to be held in Vienna's MuseumsQuartier. On the occasion of the award ceremony, a catalogue will appear containing all of the selected and prize-winning entries and introducing the members of the jury. Furthermore, the awarded projects will be presented for a period of a few weeks in an exhibition at designforum Wien and afterwards as touring exhibition in several European cities.