ArchiTuned

Requirements for the production of the background image
for the branding of the Venice Architecture Film Festival 2021

Here are the technical and compositional characteristics of the
image we are looking for: as in an assembly line, the various
pieces that will make up the graphic communication will have to
match, combined in a coherent product. It is not certain that a
beautiful bumper can adapt to a chassis, when they have not been
designed together. Likewise, a great photograph may not work
for a book cover, along with the title and the other necessary
elements of the composition.
So here's what we need:
an image that leaves free areas where to insert the logo, the title
of the competition and the other graphic elements. Mind you, we
are not asking you for a frame, a polite outline for our logo.
The subject must be relevant and central, the image must pop
out, we don't ask for discretion or modesty, vice versa we want
our logo, so serious and gray, to work almost as a caption for
your work. No, oh well, not really as a caption, but at least
something that plays au pair.
We want the image to change from year to year and each time to
be able to communicate the theme of the competition with
determination and character. Long story short: we want the title
and the image to be inseparable without the sense of one and the
other losing strength and clarity.

The technical requirements of the image
• The image can be an illustration, a painting or a photograph.
• Any technique is allowed.
• Submitted file: maximum quality jpg.
• Minimum resolution 3000px for the smaller side.
• Color space: rgb
• Suitable for the following formats: 50 × 70 (h) cm, 21 × 10 (h)
cm, 21 × 21 (h) cm.
• Variations of the same image can be proposed for the three
Formats: horizontal, vertical, square.
For further information please see the following pdf file:
tipsvaffimage2021.pdf