

CALL FOR LOGO FOR THE REGION OF CULTURE 2024

Kunsill Reġjonali Lvant



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Call for Logo Design Competition: Celebrating Kunsill Reġjonali Lvant as Cultural Region 2024

We are excited to announce a logo design competition to capture the essence of our vibrant cultural region. This competition offers aspiring artists, designers, and creative minds a fantastic opportunity to contribute to our region's visual identity. The selected logo will become the hallmark of our cultural initiatives, representing our community's diverse heritage and creativity.

Kunsill Reġjonali Lvant is committed to support creative talent and providing a platform for an artist's growth and success, fostering a mutually beneficial relationship between the region, the artists and the communities that appreciate their work.

Background

As of January 2022, Malta became subdivided into six regions – Gozo, Tramuntana, Punent, Lvant, Xlokk, and Port. These Regional Councils were established and set up through the amendment of the Local Councils Act in 2019 which led to a change in name and composition. Kunsill Reġjonali Centru became Kunsill Reġjonali Lvant (K.R.L.) and is now composed of twelve localities – Birkirkara, Iklin, Hal Lija, San Ġiljan, Sliema, Gżira, Għargħur, Pietà, Swieqi, Pembroke, Imsida, and Ta' Xbiex. The Eastern Region has an area of about 20.3km² and a population of about 130,909 (2021), constituting 25.2% of Malta's population.

The functions of the Regional Councils are established by the Ministry for the National Heritage, Arts and Local Government in the form of regulations following consultation with the Local Councils Association.

Regional Councils comprise a Regional President, a Deputy President, an Executive Secretary and between nine to twelve members. The Regional Council is also composed by the mayor of each locality. The K.R.L. is presided by the President, Anthony Chircop, and the



Executive Secretary, Jeanette Galea. The Mayor of Ta' Xbiex, Max Zammit, occupies the post of Deputy President.

The Administration Office of the K.R.L. is currently situated in San Ġwann. The Regional Tribunal is part of this Region's responsibility and is situated in a separate building in San Ġwann.

About: Region of Culture 2024

On the 28th of August 2023 the Ministry of Local Heritage, the Arts and Local Government issued a Press Release announcing the East Region as the Region of Culture 2024.

The Region of Culture is an initiative of the Parliamentary Secretariat for Local Government within the Ministry for the National Heritage, the Arts and Local Government which brings to the forefront the region's unique cultural identity through collaborations between the region's communities and Local Councils, organisations, artists and other stakeholders. The Region of Culture is a rotating cultural endeavour across the six regions.

Competition Details

Objective: Create a logo that reflects the rich cultural heritage, artistic diversity, and unity of our region inspired by the emblem of the Region.

Eligibility: Open to all residents (18 years and over) of Malta and Gozo

Submission Deadline: 6TH October 2023



Compensation: the designer of the selected logo will be compensated with a €1,000 (one thousand euros) payment.

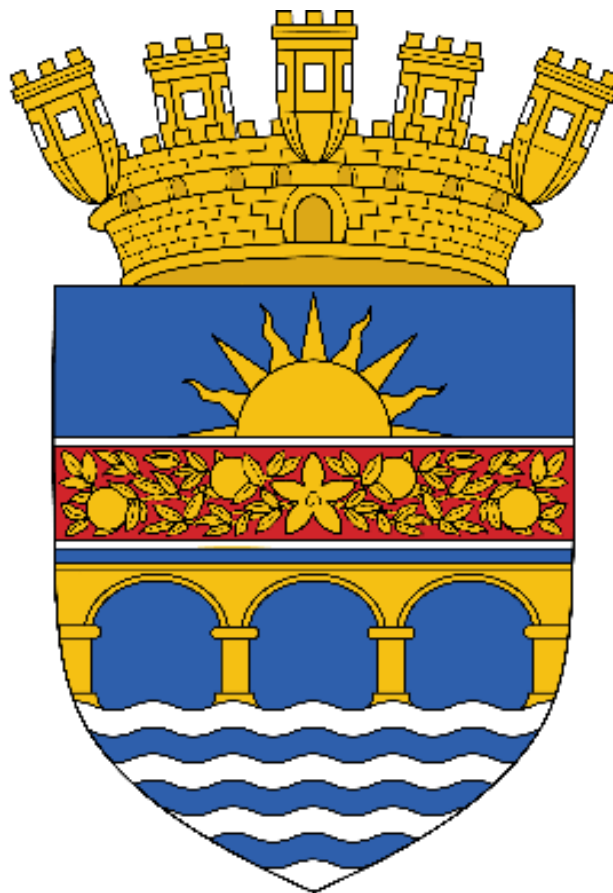
The selected logo design and its designer will be formally acknowledged during the official Opening Ceremony of the Region of Culture in 2024. Furthermore, they will have the unique opportunity to step into the limelight and present the creative thought process underpinning the logo's design in relation to the Region Emblem. Moreover, the winning design will be prominently featured across all promotional materials, encompassing both print and digital assets as it will be the backbone of the entire brand identity of the Region.

In addition to this, the chosen artist/designer will enjoy enhanced visibility and recognition through avenues like exhibitions, publications, and potential collaborations, affording them a valuable platform to showcase their artistic portfolio to a wider audience. They will also gain access to an array of resources within our region, which can be instrumental in nurturing their artistic development.



Guidelines

- 1. Concept:** The design should capture the essence of our cultural region, celebrating its traditions, arts, and unity. Inspired by the emblem of the Region as per the image below whereby the coat of arms shows in chief the sun rising, with reference to the eastern region. In the middle, there is a horizontal fess on which there is an orange blossom from which emerge four oranges which refer to the localities from which they emerged from the parish of Birkirkara. The bridge is that of Madliena which means the union of the coastal localities with those of the countryside. The 7 waves at the bottom of the shield refer to the locations adjacent to the sea.



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- 2. Elements:** Incorporate elements that represent the various facets of Maltese culture and more specifically the cultural identity of the East Region.
- 3. Colours:** Use a harmonious colour palette that resonates with our cultural identity.
- 4. Simplicity:** Ensure the logo is easily recognisable and versatile for different applications.
- 5. Format:** Submit in digital format only (JPEG, PNG, or vector format).
- 6. Originality:** Artwork must be original and not previously used for any purpose.

Submission Process

1. Create your logo design based on the competition guidelines.
2. Submit your design by email to **regjun.lvant-dlg@gov.mt**
3. Include your full name, contact information, and a brief description of the inspiration behind your design. We require that entries treat the creative production of their entries as the submission of original work with a brief rationale of their design and evidence of process included within the application.
4. Multiple submissions are allowed, but each submission should be sent as a separate email.

Late applications will not be considered.



Selection Process

A panel of judges consisting of members from the community, cultural experts and artists will evaluate the submissions based on creativity, relevance to the theme, and visual appeal. The winning designs will be announced towards the end of October 2023 via our official website and social media platforms.

Criteria for Judging:

Judging will be composed of **60%** by actual voting of the Local Councils during the Region meeting and **40%** by the Region based on the following criteria: 20% Aesthetic Quality - the entry should command attention, display visual balance and colour coordination

10% - Originality - the entry should be creative, innovative and the original work of the participant

10% - Relevance - the entry should be relevant to the emblem of the Region as well as representative of the cultural elements of the region and the island

Usage and Ownership:

By submitting a design, participants agree to grant Kunsill Reġjonali Lvant the right to use, reproduce, and modify the logo for cultural promotion and related activities. The selected logo will become the property of Kunsill Reġjonali Lvant.

1. Entrants affirm their submissions are their original work, have not been copied from others or previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.

2. Submissions become the sole property of Kunsill Reġjonali Lvant and may be used for any Kunsill Reġjonali Lvant's purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.



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3. Kunsill Reġjonali Lvant shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
4. Kunsill Reġjonali Lvant reserves the right to use any other entry for promotional purposes in the future.
5. If the winner is determined to have violated any rules, they will be immediately disqualified, and the entry is dismissed.

Contact Information:

For inquiries and submissions, please write to Marcon Borg Caruana at marcon.borg-caruana@gov.mt.

We look forward to receiving your creative submissions and unveiling the visual emblem that will represent our cultural region's identity for years to come.

