WinSoft Arabic Typography Contest

UNESCO has proclaimed 2010 the International Year for the Rapprochement of Cultures, a value to which WinSoft has been profoundly attached since the company was founded in 1985.

In the spirit of celebrating collaboration and communication, WinSoft is organizing an Arabic typography contest. Typographers, graphic designers, calligraphers and artists, by profession or hobby, are invited to illustrate in text their vision of a world where a dialogue between cultures will be both natural and enriching.

Working from the theme of bringing cultures closer together, contestants will be asked to use Arabic typography and graphic design to illustrate words inspired by the idea of a rapprochement between cultures. Contestants are free to use their own words or words extracted from an Arabic text or poetry.

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Prizes: More than $16,400 to win

All images created by contestants will be published with attribution and links on a dedicated webpage on the WinSoft website during the 2010 calendar year.
The top 10 designs will be awarded prizes.

• 1st Place
A copy of Adobe InDesign CS4 Middle Eastern version, a copy of Tasmeem 4 and 16 Arabic Tasmeem fonts.
A value of more than $5000

• 2nd & 3rd Place
A copy of Adobe InDesign CS4 Middle Eastern version, a copy of Tasmeem 4 and the Saba font collection, which includes the Naskh Tasmeem font
A value of more than $2500 each

• 4th to 10th Place
A copy of Tasmeem 4 and the Emiri Tasmeem font
A value of more than $890 each

> Heritage in all its forms must be preserved, enhanced and handed on to future generations as a record of human experience and aspirations, so as to foster creativity in all its diversity and to inspire genuine dialogue among cultures…

UNESCO Universal Declaration on Cultural Diversity

The Jury

Winners will be decided by a two-fold process.

Contestants will be judged by a panel of experts in the field of design and Middle Eastern culture and tradition. Results will depend on the overall impact of the submitted work, typographic skills and creativity.

The public will also have the opportunity to vote for their preferred entry through the internet. Every person who wishes to vote for an entry will be able to do so on the WinSoft website: www.winsoft-international.com/contest.

Dates

Entries may be submitted until 15 January, 2010.
The public votes will be available from the 15th to the 31st January, 2010.

How to participate

To enter, contestants must sign up on the WinSoft website: www.winsoft-international.com/contest.

Information about how to submit the images and rules to respect can be found on this page.
Each contestant can provide up to 3 documents.

Technical Specificities

All entries must be 1 page only. If images are used, they must be 300 dpi resolution.

Entries must have been created with Tasmeem, Adobe InDesign Middle Eastern version and at least one of the 16 Tasmeem Fonts. Other design or desktop publishing tools may be used if desired.
Tasmeem and Adobe InDesign Middle Eastern version are available in free time-limited versions on the WinSoft website: www.winsoft-international.com/en/downloads/trials.

More Information

Contact us at
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Visit our website
www.winsoft-international.com/contest.

www.winsoft-international.com

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