



Creative brief

“Solidarity”

Concept and Execution: TAM-TAM INSTITUTE

Medium: TAM-TAM CITY POSTERS

DEADLINE: 9 FEBRUARY 2021

Project: Plaktivat 13 – **Solidarity**

BACKGROUND:

Solidarity in a divided world

Solidarity is unity based on social consensus among people sharing similar interests, obligations, values, goals, and fates. It is the connective tissue binding people of a particular social group. The spirit of solidarity is intrinsic to the human race and enables its survival and development. It represents mutual assistance, and ensures the security of groups, communities, as well as, to varying degrees, also individuals.

Solidarity is a word we hear often, but only too rarely see enacted in practice. How do we view it today?

At a time of growing conflicts between people of opposing views and lifestyles, which are further bolstered by populisms, radicalisms, the media, and all manner of algorithms, our previous definition of solidarity is being tested and with it, the democratic and civilizational values upon which Europe and most of the western world are founded. If we add to this the extremely individualised nature of our society, which all too often places the individual and their personal freedom ahead of the interests of the community, the social consensus upon which solidarity is based is in peril.

The pandemic took this issue to its extreme. What is therefore that lowest common denominator, which remains acceptable to us as a society and is it strong enough to ensure that solidarity as we knew it perseveres in the future? We believe that everyone involved, even if they hail from opposing (enemy) camps, should strive for this. Among them, creative industries, culture, and art play a particularly important role.

WHT WE ADVERTISE?

Our action aims to encourage and strengthen solidarity in society, open the discussion about the fundamental values of solidarity, and reflect on the significance of solidarity in developing a better society in our future.



A CREATIVE CHALLENGE:

Activating individuals to proactively deliberate on the social concept of solidarity, which became even more jeopardised due to the pandemic.

CONDITIONS THAT NEED TO BE MET :

In designing your creative solution observe the format and context of TAM-TAM city posters. Be particularly mindful of the fact that city posters form part of public space and design your poster in such a way that it will be noticeable, readable, and communicative in the multitude of visual stimulations encountered on the street. Consider what it means that city posters are usually first noticed from a distance of a few metres and only seen up-close later; how much text can they endure, how to attract attention etc.

Ljubljana, 13 January 2021