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Posters that change society.

COMMUNITY(IES)

DEADLINE 27 NOVEMBER 2026

CREATIVE BRIEF

Competition Theme: Community(ies)

Background

We live side by side, yet we rarely truly connect. We can remain strangers for years in the same apartment building, while shared spaces often become little more than places we rush through. Although we are constantly connected, that does not necessarily mean we are together.

Communities are built through genuine relationships, social interaction, and shared experiences. They give us a sense of belonging, acceptance, and the feeling that we matter to one another. But sometimes, we need to take the first step.

The Challenge

Design a poster for public display that encourages people to connect and spend time together in real life.
Show why being part of a community matters, what it brings to our lives, and how even small steps can create opportunities for genuine human connections.

Creative Guidelines

We are looking for original, clear, and compelling ideas that inspire people to come together and connect. Humour, surprise, and a critical perspective are welcome.

The poster should communicate its message at a glance and make a strong impact in the urban environment.