

THE 6TH ANNUAL ASIAN HERITAGE STREET CELEBRATION POSTER CONTEST!

The AsianWeek Foundation, Kearny Street Workshop, and NEW PEOPLE are hosting a poster design contest to represent the 6th Annual Asian Heritage Street Celebration (AHSC).

Prizes:

- The prize-winning poster may be used as part of the AHSC Community Outreach campaign, including posters, postcards, Muni bus ads, BART banners, bus shelters, newspapers ads, TV ads, SFUSD school awards and others.
- Winner will be selected as the prize-winner to be reproduced and distributed as the official 2009 6th Annual Asian Heritage Street Celebration poster and featured on the AsianFairSF.com and Kearny Street Workshop website. The winner will receive a cash prize of \$500.

Event Details:

- 6th Annual Asian Heritage Street Celebration
- Saturday, May 15, 2010
- Location: Civic Center / Little Saigon Area – Larkin between Fulton & Ellis

Deadline for submissions: Friday, February 12, 2010

Guidelines:

- Communicate a motivating message celebrating Asian Pacific American heritage.
- Graphically eye-catching.
- Visualization of the dynamic and multifaceted nature of Asian Pacific America today
- If possible, include reference to the fact that this will be the fifth annual event (i.e. the 2006 winner used a red background color for “2,” the 2007 winner used the body of the dragon for “3,” the 2008 winner used fist for “4,” and the 2009 winner used the branch for the “5”).
- Go to AsianFairSF.com and click on “poster contest” to see all of last year’s entries and the chosen winner. This year’s poster should generate similar excitement, but represent a new year and a new celebration!
- Each entry must include the artist's name, address, phone number and valid e-mail address
- Please submit original work only.
- Signed release forms are required for copyrighted images or materials. Release forms are also needed for “subjects,” whether public or private citizens.
- Artists may submit multiple poster entries.
- When creating your poster, please remember that the winning poster will be reproduced and distributed in various media and formats (print, TV, Internet, T-shirts, etc.) The winning artist will be responsible for reformatting the design.

- For more information, e-mail ahscposter@gmail.com or call (415) 321-5865.

Artwork:

- Poster should be no larger than 11" x 17." The poster must include the words 6th Annual Asian Heritage Street Celebration and the AHSC website address, www.AsianFairSF.com.
- The winner will be asked for additional materials including a high-resolution JPEG file. Computer-generated poster winners will be asked to send a disk or CD of all poster native files and linked images. All fonts should be converted to outline fonts.
- E-mail electronic submissions to ahscposter@gmail.com by Friday, February 12, 2010.

Announcement of Winner:

The winning poster will be selected and announced at a later date.

The AsianWeek Foundation reserves the right to alter the final poster design or to reject all submissions for the final poster design. Prize will be awarded even if no design is accepted for the poster. No entries will be returned, so please keep all your files and/or scan your work.

About the Asian Heritage Street Celebration:

The Asian Heritage Street Celebration is organized by the AsianWeek Foundation in cooperation with over 100 organizations in the Asian American community. The AsianWeek Foundation is a 501(c)(3) nonprofit organization whose mission is to promote and develop Asian Pacific American identity by bringing people together through cultural events, media campaigns and innovative programs. Through community organizing, AWF encourages the sharing of differences and the appreciation of diversity, working to strengthen relations between all Asian Pacific Islander cultures, newer and older generations of Asian Pacific Americans, and Asians and non-Asians. A celebration of the rich diversity of Asian Pacific American culture, the annual AHSC is the largest pan-Asian event in the nation. Rotating to new venues each year in San Francisco, the event brings together local API groups and has featured live entertainment ranging from martial arts to Asian reggae, stand-up comedy and traditional dance. Other features have included arts & crafts, food vendors, anime, a karaoke contest, a Muay Thai kickboxing ring and much more. All celebration proceeds benefit various local and national nonprofits.

For more information, visit: AsianFairSF.com

About Kearny Street Workshop:

Founded in 1972, Kearny Street Workshop strives to produce, present and promote art that empowers Asian Pacific American artists and communities. KSW offers classes and workshops, salons and student presentations, as well as professionally curated and produced exhibitions, performances, readings and screenings.

For more information, please visit KearnyStreet.org

About NEW PEOPLE

NEW PEOPLE offers the latest films, art, fashion and retail brands from Japan and is the creative vision of the J-Pop Center Project and VIZ Pictures, distributor and producer of

Japanese live action film. With art from the underground cinema to the third floor gallery, NEW PEOPLE invites those eager explore new cultural inspirations or delve into Japanese popular culture to join us at 1746 Post Street. www.newpeopleworld.com