



## To take part in the competition

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### ONETOP summed up...

ONETOP is an annual t-shirt-design competition that is open to anyone. Each year a theme is chosen and a prestigious jury selects 20 original graphic designs that will be printed on t-shirts, exhibited and sold. The aim of ONETOP is to support artists and give them exposure. Whether the artist's message is political, playful or simply aesthetic, it is always personal and unique.

#### **Jury**

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The jury is made up of professionals in design and fashion journalists.

The competition will take place in two stages:

First the jury will select 40 t-shirt designs. These will be put on the website. The final selection of 20 finalists will then be made by members of the public, who will vote via the internet.

#### **Exhibition and sale**

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The collection will be launched in 2008 during a special evening in the contest of Montreal Fashion Week. The t-shirts will then be distributed to stores in Montréal and the rest of Canada.

#### **Important milestones**

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September 1<sup>st</sup> 2007: launching of the theme

December 3<sup>rd</sup> 2007: deadline for entries

December 11<sup>th</sup> 2007: members of the jury will meet to deliberate over the 40 t-shirts

From December 13<sup>th</sup> to December 31<sup>st</sup> 2007: the public will be able to vote on the ONETOP website

January 15<sup>th</sup> 2008: 20 finalists will be announced in the ONETOP newsletter

The collection will be launched during fashion week.

## To participate in the competition

### 2008 edition thematic: What is today design?

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Did you know that after Buenos Aires, Berlin, Montréal was nominated “City of Design” by UNESCO in 2007? This happy announcement has prompted us to pose certain questions:

How has the city of Montréal developed its interest and reputation for design?

How does Montréal compare to other North American cities with regard to design?

The term “design” has been popularized and oversimplified. The term’s significations have been divided into categories, referring at times to aesthetics, ergonomics, and symbolism; other times it is simply used as an umbrella-term.

We would like to ask you to respond graphically to this by showing us your own sense of what design means today. Your response may be aesthetic, political or playful. In evaluating your creation we will take into consideration the originality of your design and the pertinence of your message.

### Who?

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The ONETOP competition is open to anyone.

The entries must be new, original and unpublished. You may work in a team and sign the design collectively under a common name.\*

\*All teams must assign a representative, to whom ONETOP may pay the dividends of all t-shirts sold.

**ONETOP is not responsible for the division of pay within a team.**

### When?

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Please submit a **maximum of 3 proposals** no later than **Monday December 3rd 2007 at 09:00 PM**

### How?

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Send your project(s) to the following address:

**ONETOP**  
**372, Sainte-Catherine Ouest, suite 416**  
**Montréal (Québec) H3B 1A2**

You may also deposit your proposals directly in the mail box at galerie Sas (at the above address) **until Monday December 3rd 2007 at 09:00 PM**. After this time, the doors to the main building in which the gallery is situated will be locked.

Your submission must have the following 5 components:

- [The agreement](#)

It must be **signed and dated** in order for the submission to be admissible.

- [The registration form](#)

The registration form may be found on the ONETOP website: [www.onetop.ca](http://www.onetop.ca), under the category “contest.”

- [Prints \(for the jury\)](#)

Each design entry (to a maximum of 3) must be printed in colour on an **8.5 x 11** sheet of paper, showing the positioning of the image on the t-shirt. **Do not forget to clearly print your name and email address on the back of each print.**

- [CD \(to be printed\)](#)

Write your name, email address and telephone number on the CD. Your documents should be in their final printing format (real size) 100%. Your graphic file should be in one of the following formats: .ai OR .eps (high resolution).

No .TIFF, .JPEG or other format will be accepted (to be easy in visual creation for website)

For each project please indicate the following:

- Two “solid coated” Pantone colours for your graphics (black and white are considered as one colour)
- The position of your graphics on the t-shirt (you can download some blank t-shirts on fichier .eps from the website [www.onetop.ca](http://www.onetop.ca), under the category “contest” and place your image onto it)
- The reference number of the model and colour of the t-shirt that you would like to use. This can be found on the technical charts that are attached. They are also available on the Blank website: [www.portezblank.com/onetop2007](http://www.portezblank.com/onetop2007).

**ONETOP reserves the right to change the colour or model (male or female) of the shirt in the interest of distribution. No change will be made without the artist’s agreement, however.**

- [Artist’s statements](#)

Each project must be accompanied by a statement of no more than 255 characters, explaining your choice of imagery. As well as this, another text, also not exceeding 255 letters, must be included in your submission, briefly describing your practise and biography. These texts must be in both French and English. They will be attached to the t-shirts during the exhibition and will be put on the ONETOP website.

**ONETOP will not accept responsibility if an artist who has not included texts in French and English does not appear in the exhibition or on the website.**

### **Les t-shirts**

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You have the choice between male and female model t-shirts. These can be downloaded at [www.onetop.ca](http://www.onetop.ca), under the heading “contest.”

**Male: 4000 A**

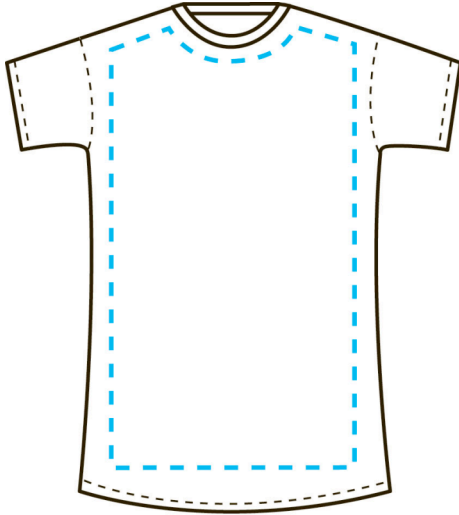
**Female: 1230 A**

- [Printing of graphics](#)

Male t-shirt: maximum 13 inches high and 7.5 inches wide

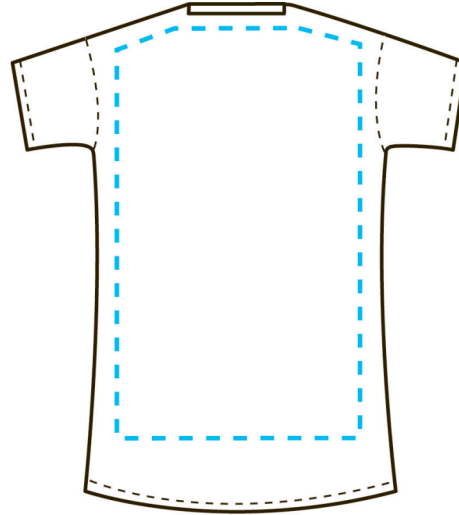
Female t-shirt: maximum 10 inches high and 7.5 inches wide

- [Printing zones permitted](#)



**devant**

- **Restrictions :**



**dos**

- We cannot print on the seams
- Gradations of colour are not applicable
- The minimum thickness of a line is 1 point
- You may not choose any model of t-shirt other than the choices given to you by us
- A maximum of 2 printed colours is permitted
- You may not use special effects such as “clear” or “glitter”
- The graphics may only be printed **on one side of the t-shirt**, the front or the back. In either case the printing zones must absolutely be respected.

### **Which softwares?**

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The authorised softwares are Photoshop and Illustrator.

#### **Illustrator**

Thickness of line: 1 point minimum

Include the font outlines, “CREATE OUTLINE”

Font: minimum 10pt (to be visible on the ONETOP website)

Pantone colours, “solid coated”

(Please clean your images as much as possible, to avoid hidden layers)

#### **Photoshop**

Do not crush layers, if present

Image: 100% at 300dpi minimum

Font: minimum 10pt (to be visible on the ONETOP website)

Pantone colours, “solid coated”

**Note :**

If your colours are chosen from the computer screen, there is no guarantee that the printer will match them precisely. Not all monitors are calibrated in the same way. Ideally you should select your colours directly from the Pantone “solid coated” colour chart.

The quality of serigraphic printing has certain limitations. Very thin lines and typographies may at times be difficult to print.

Remember that your designs will be printed on a t-shirt, not on paper.

More details and t-shirt designs that have already been created with actual BLANK colours may be downloaded from the website [www.onetop.ca](http://www.onetop.ca), under the heading “contest.”

**Due to the number of applications, files cannot be returned to candidates.**

**Any questions... ?**

ONETOP

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