

Löwenbräukunst Jubilee Beer Label Competition

Open Call – Anniversary Beer Label
To mark 30 years of Löwenbräukunst

1. Background

For 30 years, Löwenbräukunst has been a key venue for contemporary art in Zurich – a space for exhibitions, exchange and artistic expressions from around the world.

To mark this anniversary, we are producing a limited-edition special beer label and are looking for an anniversary label that showcases Löwenbräukunst as a venue for art, a platform and a unique meeting place for the arts.

We invite artists, designers and creative minds to design a label for this special edition.

Find information about Löwenbräukunst on our [website](#). An overview of the entries to the Open Call is available online [here](#).

2. Competition Overview

The open anniversary label competition is open to anyone aged 18 or over. Two designs will be selected by a seven-member jury, comprising one representative from each of the Löwenbräukunst institutions. The prize money for each winner is set at CHF 1,000. The winning designs will be produced as a limited edition (500 bottles each). The beer will be available exclusively at Löwenbräukunst.

3. Implementation, design and evaluation criteria

3.1. You can download the design template and the Löwenbräukunst logo via the link below. The download package contains details regarding size and format, as well as bleed requirements for label production. Instructions on the placement of the Löwenbräukunst logo and anniversary badge on the label are also provided.

To ensure successful entry into the competition, only digital designs submitted with the following parameters will be accepted:

- PDF/X-3 or PDF/X-4. Other formats and standards will not be accepted. The standard PDF/X specifications regarding 'boxes, embedding, comments, transfer curves, screen settings, trapping, separation, compression, encryption, identification and others must be strictly adhered to'
- Landscape format: 90 mm wide x 75 mm high
- The document size (90mm width x 75mm height) must be adhered to exactly, and the bleed must also be set correctly
- A bleed of at least 2mm must be included
- The document must be created in CMYK, without spot colours or special colours such as HKS and Pantone.
- Emoji fonts are not permitted
- The file size should not exceed 20MB (however, we require a minimum resolution of 300dpi for images)
- We recommend using the *ISO uncoated V2* colour profile

3.2. In addition to the PDF/X file, an RGB preview image of the same design is required as a JPG file for communication purposes (website, social media). The image dimensions of 1400x1167px and a maximum file size of 2MB must be adhered to. Trim and registration marks must be removed (net format)

LÖWENBRÄUKUNST

3.3. Only one design may be submitted per person. If you submit more than one, we will only include your first design in the selection.

3.4. AI-generated content and its implementation in the design must be disclosed.

3.5. Should the jury select your design as the winning label, you must make it available to Löwenbräukunst for reproduction free of charge.

3.6. If you are submitting a label design as a team, please provide us with your team name and the contact details of all team members. The team design should only be submitted once via the email address. All team members must be over 18 years of age. The prize money is intended as a payment for the winning design.

3.7. Mandatory design elements for the label design

The 'Löwenbräukunst' logo can be found in the download folder in two versions: black and white, which can be downloaded for use on the label. Changes to the colour scheme are permitted. Use of the logo is permitted only in connection with the anniversary label competition.

3.8. Entries must not contain any offensive, discriminatory, racist, sexist or otherwise degrading content. Content that glorifies violence, contravenes applicable law or is otherwise inappropriate is also prohibited.

Designs that have already been submitted to other competitions are also excluded.

The design must not contain any content belonging to third-party copyright holders (e.g. stock photos/stock art). As you are transferring comprehensive rights of use for your design to Löwenbräukunst, your motif must be your own independent intellectual creation and graphic work. Your name will be stated in writing on the label, in consultation with us, Löwenbräukunst, including the year of creation.

The organiser reserves the right to exclude such entries from the competition without giving reasons.

By submitting your entry, you undertake to clarify or acquire all copyright and usage rights – including for any fonts used or free inspirational or source material from the internet.

Any infringement of copyright or third-party usage rights will result in disqualification. In the event of claims for compensation from third parties arising from the use of your design, the Museumsagentur will take legal action against you and seek compensation for any damages incurred.

3.9. There must be a clear connection to Löwenbräukunst

4. Submission deadline, contact details and privacy policy

4.1. To enter, you must provide your contact details. Please send these to us in an email, along with your label submission, to info@lowenbraukunst.ch.

We require the following personal details for entry into the competition:

- Name
- Contact details (email address)
- Brief description (1–2 sentences) of your idea/concept

4.2. A valid email address is required to enter the competition. Once you have submitted your entry, we will send you an automated email confirming successful receipt.

5. Rights of use

If your design is selected by the jury as the winning entry, by submitting your competition entry you grant Löwenbräukunst an exclusive, transferable and sub-licensable right of use that is unrestricted in

LÖWENBRÄUKUNST

terms of geographical scope, duration and content. In this case, the grant of rights is covered by the prize money.

5.1. The transfer of rights of use covers the following uses:

- a) Use of the design as a label for the anniversary beer edition
- b) Advertising in electronic and social media by Löwenbräukunst or third parties authorised by Löwenbräukunst for this purpose.
- c) The right of exhibition, presentation, demonstration and performance rights, as well as the right to broadcast radio programmes and make the work publicly available, in order to enable presentations of the work of any kind
- d) the right to adapt the work; in particular for use within the scope of other media products within the framework of the rights granted herein, and for use within the scope of editorial work, which relates in particular to press and public relations.

5.2. By entering the competition, you accept the terms and conditions of this call for entries.

Jury & Prize

A seven-member jury will select two winning designs.

Evaluation

When evaluating the entries, the jury will check for compliance with the required graphic parameters (point 3.1), as well as compliance with the communication guidelines regarding content (point 3.8) and that there are no breaches of the exclusion criteria (point 3).

Prize money

CHF 1,000 per winning label

No usage fee will be paid in addition to the prize money

The decision is final.

Presentation

The winning designs will be produced as a limited edition beer (500 bottles each).

Submission

Please send:

- Label design (PDF, specifying the production and design criteria (point 3))
- A brief description of the concept (1–2 sentences)
- Name and contact details (email address so that we can contact you if you win)

Deadline

Tuesday, 21 April, 12 noon

Submit to

info@lowenbraukunst.ch

By submitting your entry, you agree to the competition terms and conditions.