

# COMPETITION GALICIAN TOURISM-ADVERTISING IMAGE DESIGN TO PROMOTE THE “PRIMAVERA DE PORTAS ABERTAS NAS RUTAS DOS VIÑOS DE GALICIA” FOR THE EDITIONS OF THE YEARS 2025 AND 2026

## PARTICIPANTS

The designers of the finalist and award-winning posters in the International Biennial Terras Gauda - Francisco Mantecón Competition 2024 previously selected by the panel of judges will take part in this competition.

## AIM OF THE COMPETITION

The design of the advertising image to promote the “Primavera de Portas Abertas nas Rutas dos Viños de Galicia”, which is promoted by the Galician Tourism Bureau in collaboration with the Galician Associations of Wine Routes Monterrei, O Ribeiro, Rías Baixas, Ribeira Sacra and Valdeorras, for the purpose of promoting and contributing to the development of tourism in the five wine-growing regions of Galicia.

In this action, visits to the wineries belonging to each of the Designations of Origin in Galicia are extremely important, as they contribute to sharing and promoting their activity.

## WORKS

All entries must be submitted in digital form, with sufficient resolution so that they can be printed in high-quality A3 (297 x 420 mm) format.

- Saved in high resolution on a CD or a pendrive (readable on a PC), in an editable format: Adobe Photoshop, Illustrator or Freehand. They must also be submitted in JPG or PDF format for easier display.

The design may be created using any computerized technique.

A maximum of two works may be presented per participant.

The design will be evaluated first and foremost according to the easy identification of the image with “Galician wine tourism” and the originality of the creativity.

Winners must provide their works in editable design formats for subsequent use in any promotional media decided upon by the Galician Tourism Bureau.

All designs must include the following logos: Xunta de Galicia, Rías Baixas Wine Route, Ribeiro Wine Route, Monterrei Wine Route, Ribeira Sacra Wine Route, Valdeorras Wine Route and Enoturismo Galicia. It will also carry the following text: Primavera de Portas Abertas. Additionally, the following references will be included in the poster: **[www.turismo.gal](http://www.turismo.gal)** and **[#primaveradeenoturismo](https://twitter.com/primaveradeenoturismo)**.

Participants can download all the logos in a vector system at **[www.turismo.gal](http://www.turismo.gal)**, where they can also consult an informational file about this campaign that

includes, among other things, the poster that was designed for the 2024 edition of the "Primavera de Portas Abertas" and an informative briefing dossier.

## **PRESENTATION**

To ensure the anonymity of the restricted competition participants, only the designer's pseudonym should be written on the outside of the envelope, as well as the identification: "CONCURSO TERRAS GAUDA-TURISMO DE GALICIA". This envelope must contain two other envelopes:

- An envelope with a CD or pendrive that contains the design(s) being submitted.
- The second envelope must contain the designer's identification and contact data. The following data must be included:
  - Name and surname(s) of the designer.
  - Photocopy of the designer's national identification document.
  - Address, telephone and email address.

## **LOCATION**

Designs may be submitted at the Registro de Turismo de Galicia, Carretera Santiago-Noia Km 3, A Barcia, 15897 Santiago de Compostela.

They may also be sent by certified mail to:

Turismo de Galicia

Carretera Santiago-Noia Km 3, A Barcia.

15897 Santiago de Compostela.

## **DEADLINE**

Works must be submitted before 2:00 pm on September 30, 2024

## **CONDITIONS**

Award-winning designs and all their rights will become the property of the Galician Tourism Bureau, which guarantees that the rest of the entries will not be used, except exclusively in any publication related to the competition.

Likewise, the Galician Tourism Bureau reserves the right to acquire any work, with no time limit, for an amount equal to any of the second prize amounts for the year in which it has been entered in the competition, and according to the same conditions set out in paragraph 1 of the "conditions" section.

## **PANEL OF JUDGES**

The panel of judges will be presided over by Mr. Xosé Manuel Merelles Remy, Director of the Galician Tourism Bureau.

Other members of the panel of judges include:

Ms. Pati Núñez · Graphic designer

Mr. Rodrigo Sánchez · Art Director

Mr. Santiago Bacariza · Technician from the Galician Tourism Bureau.

The decision of the panel of judges will be final, with no right to any appeal. Any matter not anticipated in these terms and conditions will be decided by them.

## **AWARDS**

The Galician Tourism Bureau will award two prizes of equal importance and amount to two designs that are declared the winners by the panel of judges. In order for one of the designs to serve as an advertising image for the "Primavera de Portas Abertas nas Rutas dos Viños de Galicia" campaign in its 2025 edition and another of the designs as an advertising image for the 2026 edition, the Galician Tourism Bureau may request the winners to make the necessary graphic adaptations, depending on the edition for which their design is going to be used:

- **€5,000 PRIZE** FOR THE DESIGN OF THE ADVERTISING IMAGE OF THE "PRIMAVERA DE PORTAS ABERTAS" IN ITS 2025 EDITION
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- **€5,000 PRIZE** FOR THE DESIGN OF THE ADVERTISING IMAGE OF THE "PRIMAVERA DE PORTAS ABERTAS" IN ITS 2026 EDITION

## **AWARDS CEREMONY**

Winners will be announced on the following websites: [www.turismo.gal](http://www.turismo.gal), [www.terrasgauda.com](http://www.terrasgauda.com) and [www.franciscomantecon.com](http://www.franciscomantecon.com)

The Galician Tourism Bureau will contact the winners to formalize the details of the awards presentation.

For more information, please contact the Galician Tourism Bureau.

**Telephone: 981 957063 | E-mail: [produto.turismo@xunta.gal](mailto:produto.turismo@xunta.gal)**