



Creative Brief

ASEF Photo Exhibition *On the Go*
Visual Identity and Design

Project

Visual identity and design for the **ASEF Photo Exhibition *On the Go*** (5th November 2015, Luxembourg).

Background on Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

Our goals:

- Strengthen Asia-Europe ties
- Enhance mutual understanding
- Create networks
- Share knowledge

For more information, please visit www.asef.org

Project Background

The ASEF Photo Exhibition *On the Go* aims at highlighting one of the key elements of ASEF's mandate, which is enhancing mutual understanding at the people-to-people level. Through the photographs, *On the Go* will tell stories that suggest new perspectives of seeing the differences and similarities between Asia and Europe.

On the Go will explore new perceptions of the process of moving. Images of people and scenes in motion, captured in everyday situations in Asia or Europe, will illustrate that we can be different and yet like-minded, have unique means of achieving them but similar visions; and while we live them out in different ways we hold common values.

The exhibition's content will be sourced through an online photo contest, which will run on ASEF website. Photographers will be invited to submit their on-the-go shots, taken in Asia or Europe.

On the Go will be organised as a lead-up to the 20th Anniversary of the [Asia-Europe Meeting \(ASEM\)](#) in 2016. The exhibition will be inaugurated and displayed in the side-lines of the [12th ASEM Foreign Ministers' Meeting \(ASEM FMM12\)](#) on 5-6 November 2015 in Luxembourg.

On the Go will be designed and curated in such a way that will allow other countries in Asia and Europe to host it. A book of selected photos will be published to mark the exhibition. The publication will be widely circulated at ASEF events all over Asia and Europe.

Objectives

1. Create a unified visual identity for the ASEF Photo Exhibition *On the Go*
2. Apply the visual identity to all phases of project development
 - Photo competition: online platform, call for entries, online voting

- Exhibition design, curation and production
 - Photo book design
 - Online publicity materials
3. Generate visibility and awareness of ASEF work and ASEM values to a wider audience

Target Audience

1. General public interested in travelling photography
2. Photography schools and universities
3. Arts/Cultural organisations
4. Photography festivals
5. Media (blogs and magazines with a focus on photography)
6. ASEF stakeholders and Alumni

Scope

Development and creation of a visual identity for *On the Go* with the following specific applications:

1. Design and development of a microsite/online platform for the photo competition and exhibition
2. Online publicity
3. Photo exhibition design, curation and production
4. Design and development of a photo book with photos curated from the submissions
5. Merchandising for the exhibition launch
6. A step by step guide for mounting *On the Go* in other host countries
7. Printing, handling delivery and curating of photo exhibition in Luxembourg (optional if the agency is based outside Luxembourg). If the agency is not based in Luxembourg, it will be required to provide print and production specifications for the Exhibition and its materials.
8. Printing, handling, and delivery of photo books

Deliverables

1. Final artwork files (PDF or JPG, depending on element)
2. All open artwork files (.indtt, .ai)
3. For agencies based in Luxembourg, final printed products and delivery to the photo exhibition venue

Specifications

1. The visual identity of *On the Go* must ensure a coherent overall look, consistent with the [ASEF Brand Guidelines](#). The photo exhibition should also ensure the proper representation of all organisers and sponsors.
2. The online platform for the photo competition must be set up on the ASEF Website (asef.org).
3. *On the Go* exhibition must be designed in such a way that will allow other countries in Asia and Europe to easily host it. The exhibition's design must be environmentally friendly, easy to transport, produce and mount, as well as low cost to ship.

4. The exhibition's design must highlight the international spirit and travelling nature of the photo exhibition.
5. The photo book design must be suitable to use as a VIP gift during the ASEM 20th Anniversary.
6. The publicity materials should be engaging and highlighting the content and theme of the exhibition.

Timeline

Process will be divided in two phases:

Phase I:

Photo competition (online platform, call for entries, online publicity)

Delivery Deadline:

20 May Completion of visual identity concept and elements
 Set up of online platform
 Completion of online publicity

Phase II:

Photo Exhibition

Delivery Deadline:

5 Oct Final design, curation and production
 Photo book design
 Merchandising for the launch of the photo exhibition
 A step by step guide for mounting *On the Go* in other countries

Contact Person

Agencies are invited to submit a cost quotation for the project, indicating design and production costs **separately**, along with a detailed timeline and relevant portfolio samples. Concepts may be included.

Submissions or questions may be forwarded to **Plamena SLAVCHEVA** (plamena.slavcheva@asef.org) by Friday, **20 March 2015**.