

# Canada Day Herman Miller Picnic Poster Student Competition

## Objective

The Canada Day Herman Miller Picnic Poster Student Competition is an opportunity for students to celebrate what it means to be Canadian while exploring the transformative power of poster design.

In 1970, Herman Miller hired its first in-house graphic designer, a bright-eyed Cranbrook graduate named Steve Frykholm. Among his initial assignments was the task of designing a poster to promote the company's annual picnic. Little did he know that the resulting poster would spark an ambitious series that has since made its way into countless museum collections like MoMA and firmly landed him on the short list of Herman Miller's illustrious design alumni. In the same way that Herman Miller design leader Steve Frykholm captured the visual essence of the annual picnic at Herman Miller, this student poster competition is about moving your audience through design.

Submissions will be judged by a group of esteemed interior designers from GTA's Architecture and Design community and showcased at a gallery event with exposure to the local design industry. Qualifying students will be invited to an industry night where the judges will determine the first, second and third place winners.

See Video: Herman Miller's Poster Child > <https://vimeo.com/132679448>

## Eligibility

Eligible applicants must be:

1. Currently enrolled in any GTA postsecondary program at a university or college which has recognized provincial degree granting power, or their affiliates.
2. Students in architecture, visual arts, industrial design, graphic design, and interior design programs.
3. The competition is open to all university students including part-time/full-time, undergraduate/graduate and Canadian/international.
4. Individual entries only, no group entries.
5. Qualifying submission must provide proof of enrollment.

## Submission Information

Students are to register for the competition:

1. Submit your poster via **<https://www.transfERNOW.net/en/#sendFileToFriend>**  
To: picnic\_poster@wrcanada.com  
Your Email address  
Subject: Picnic Poster  
Your Message: Full Name, Post Secondary School and Design Intent (200 word count).  
Upload file: PDF 24" x 36", 150 dpi, portrait orientation
2. The poster can be designed digitally, or via any material (fabric, paint etc.) but must be photographed for submission in a PDF format that captures the texture and colours as a flat image.
3. Online submission deadline is **Tuesday, March 31<sup>st</sup>, 2020.**
4. Qualifying submissions will be printed for the Gallery Event by Workplace Resource. Those who have submitted a mixed/alternative media poster can submit their original artwork at this time for the final judge's review. If your poster is selected as one of the top designs, and you wish submit your original artwork, you must deliver it to 462 Wellington Street West, Suite 300 by **Monday, May 4<sup>th</sup>, 2020.**

## Conditions

- Must be an enrolled student in a GTA college or university to participate in this competition.
- All entries received after deadline will not be considered.
- All entered not in adherence to format guidelines will be disqualified.
- Only one entry per student.
- Submissions will become the property of the Herman Miller Canada Inc for the competition period and will be available to the designer for pickup after the gallery event.
- Workplace Resource / HMCI does not assume any responsibility for any damages/loss of the poster
- Students who submit their poster design agree to the reproduction of their work and exposure to public.
- Students who submit their poster design agree to communication about and photography of themselves and their work as a participant of the competition.
- Individual entries only, no group entries.
- Only one Fan Favorite vote per person. Supporters cannot vote multiple times or for multiple posters.

## Submission Process / Key Dates

Monday, February 24th, 2020	Online Registration and Digital Submission
Tuesday, March 31 <sup>st</sup> , 2020	Registration and online submission closes.
Friday, April 10th, 2020	1st judging round starts.
Thursday, April 30th, 2020	Finalist announced for the gallery.
Tuesday, May 5th, 2020	Canada Day Herman Miller Picnic Poster Contest Gallery opens
Thursday, June 25th, 2020	Canada Day Herman Miller Picnic Poster Contest Industry Night. 1st, 2nd and 3rd place announced.

## Evaluation criteria

Poster size 24" x 36"

Positively showcase national cultural and values and what it means to be Canadian, and how Canadians celebrate Canada Day.

## Prizes

Exposure to the design community through social media, at the gallery event and a letter of recognition.

- First Place Winner > \$1200 Herman Miller Aeron Chair (customizable on order)
- Second Place Winner > \$600 Eames Molded Plastic Chair (customizable on order)
- Third Place Winner > \$250 Eames Hang it All (customizable on order)

## FAQs

1. How many posters can I submit?  
Only one poster per student.
2. Where can I find more information about Herman Miller?  
<https://www.hermanmiller.com/about/>
3. What is the cost to participate in the competition?  
There is not cost to submit a poster design to the competition, however the cost of delivering the poster and picking it up rests on the contestant if you want to submit your original work.
4. Who to contact if I have questions?  
[picnic\\_poster@wrcanada.com](mailto:picnic_poster@wrcanada.com)