



IGPDcaux

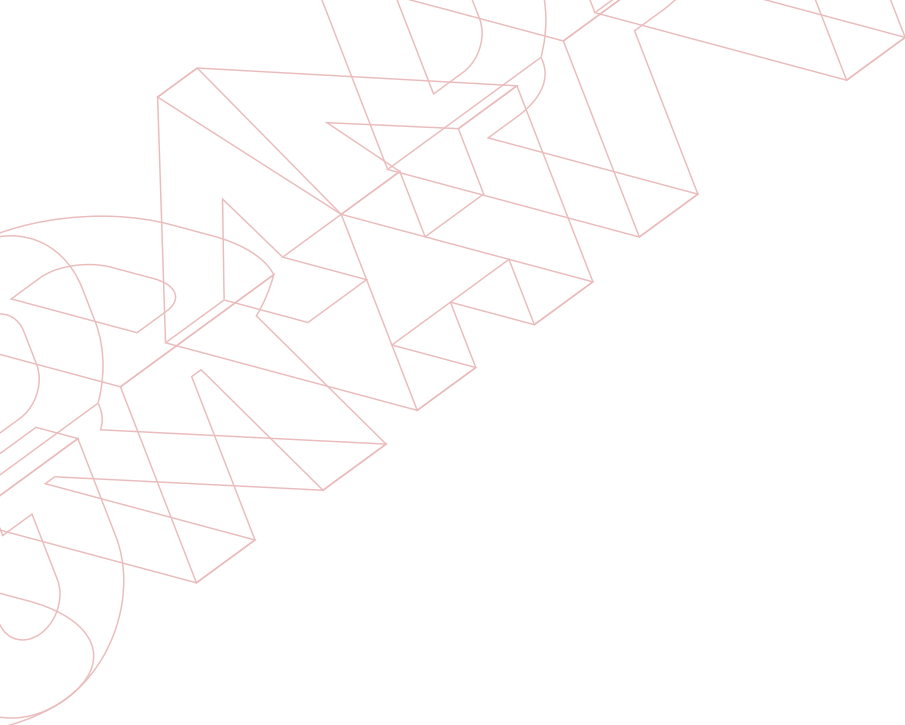
**GRAPHIC**

AWARD

## **ROME ETERNAL CITY**

your creative vision of the city in the AI era





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## 1. ABOUT.

IGPDecaux, a company of the JCDecaux Group, is a leader in the Out-of-Home advertising field. Transport, Airports, Undergrounds, Street furniture and Billboards are the media to which our Out of Home and Digital Out Of Home advertising solutions are applied, always ensuring that they are well integrated in the urban context and that they enhance it and give value to the city, making them more welcoming, pleasant and comfortable. Our aim is to create more personalized communications for the clients, communications useful to the citizens and with a pleasant design and always attentive to sustainability issues.

One lever that IGPDecaux – as well as the entire JCDecaux Group – is focusing on with great conviction globally is the sustainable development of its activities through an ESG strategy (Environment, Social, Governance). This strategy fully reflects the corporate mission: providing cities with assets and services that benefit citizens, while helping to fund public transport through advertising revenue. JCDecaux Group has invented the concept of Advertising Street Furniture based on functional economical and eco design principles to give citizens and transport societies useful and sustainable services, without having an impact on local finances and its stakeholders.





## 2. THE CONTEST.

### ROME THE ETERNAL CITY – your creative vision of the city in the AI era

Participants are required to interpret the theme by creating a graphic and video project, which could become an advertising poster and **gain visibility through IGPDecaux's advertising units present in Rome**

Welcome to a creative journey that explore the relationship between the individual and the urban space. the theme is open to multiple interpretations, **it invites artists and creatives to reflect on their personal experience of Rome, offering an original and authentic vision.** . In the creation of the graphic project participants are allowed to use different expressive techniques, AI included.

QThe edition wants to be a bridge between art, city and Out OF Home advertising, enhancing the urban contest in which IGPDecaux operates in Rome.



## THE IMPORTANCE OF OUT OF HOME CREATIVITY.

The city is a real and dynamic canva that provides the opportunity to transform advertisements in memorable experiences. The setting can give value to the promotional campaign, creating a strong impact. its success is determined by the ability to capture attention and communicate efficiently.

**Out of Home advertising has to be: simple, direct, concise and easy to read.**

Participating to this contest, we encourage you to design a new work that follows the guidelines to a efficient Out of Home creativity and that make use of the dynamic potential of the urban spaces to communicate in a clear and memorable way.



### 3. EVALUATION CRITERIA.

- Pertinence with the theme
- Alignment with IGPDcaux's mission
- Versatility and adaptability of the creativity  
Range of techniques used (images, videos, 3D, animations)
- Observance of the graphic guidelines of the Out of Home advertisement: concision, simplicity, clarity, good use of the space



Digital (1920x1080 / 16:9), Piero Selva, 2026



Analogico (120x180), Giulia Padovan, 2025

## TECHNICAL SPECIFICATIOIS AND UPLOAD.

### Digital

1920 × 1080 px

JPG/PNG/MP4 | 10 MB max

### Analog

1200 × 1800 px\*

JPG/PNG | 10 MB max

#### Images

**Size:** 1080x1920 pixel

**Color:** RGB

**Resolution:** 72 dpi

#### Video

**Size:** 1080x1920 pixel

**Codec:** H264, Mpeg4, AVC

**Color:** RGB

**Duration:** 10 seconds

**Framerate:** 25 Fps

**Extensions:** Mov, Mpeg4

**Color Depth:** 8 Bit

**Bitrate:** 8000 Kbps

**Audio:** NO

**\* For the selection phase, only the file in pixel format, in the dimensions indicated above, is required.**

**In case of winning** it will be mandatory to provide the final production file of the Analog artwork with the following specifications:

**Format:** 120 × 180 cm

**Visible area:** 120 × 180 cm

**Minimum Resolution:** 50 dpi in 1:1

**Software:** Adobe PDF, Adobe Illustrator, Adobe Photoshop, Adobe InDesign. A low resolution jpg/pdf must be enclosed.

**Images:** For Illustrator and InDesign supply a package file.

**Colors:** Four colors process CMYK.

**Font:** Enclosed or converted into paths.

For further details, please refer to the Regulations.



## MONTEPREMI

Your project could find space and a voice in the city  
A prize pool for a total of 6000 euro and a once in a lifetime opportunity:  
the winning projects will become creative campaigns displaced all over  
the city of Rome in IGPDecaux advertising units.

A real urban stage , visible everyday from millions of people.  
When your work take space in the urban context, it does not only win a  
contest but it creates a dialogue with the city, enters people's time and  
becomes part of the contemporary landscape.

### 3.265 Street Furniture units in Rome

**1st PLACE: 3.000€**

**2ND PLACE: 2.000€**

**3RD PLACE: 1.000€**



Premiazione IGPDecaux Graphic Award, 2023 – Triennale di Milano.



Premiazione IGPDecaux Graphic Award, 2026 – Video Città – Gazometro

## 4. THE AWARD CEREMONY.

The winning ceremony will be held during the “Video Città” event at Gazometro in Rome on Friday 10th July 2026, Via Commercio 9/11.

**The winning projects will be displaced for one year (july 2026/jult 2027) on IGPDecaux's Street Furniture units present in Rome.**

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