



ROME – THE ETERNAL CITY

Your creative vision of the city in the AI era

Open call for Graphic and Motion Designers, 3D Artists, Arti Directors, Illustrators
Copywriters
Deadline 30th June

68 days 12 hours ... minutes and ... seconds

SPECIAL EDITION To keep the commitment to enhance creativity and the urban context, IGPDecaux launches a special edition of the IGPDecaux Graphic Award contest.

ROME THE ETERNAL CITY - Your creative vision of the city in the AI era

For the first time the contest is dedicated exclusively to Rome, the beating heart of Italy's cultural heritage and a symbol of its continuous evolution.

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.

This project enhances the urban context of the Capital and invites you to explore it with a new perspective. The winning works will be back in the places from which they take inspiration from: the streets of Rome. In the creation of the graphic project participants are allowed to use different expressive techniques, AI included, both to support the idea and to imagine new ways to represent the Eternal City.

CONTEST In line with its mission, IGPDecaux is launching the third edition of the IGPDecaux Graphic Award. This contest invites visual and motion designers, art directors, 3D artists, illustrators, and copywriters to put their creativity to the test on the theme:

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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 **(CORREGGERE TESTO IN ITALIANO "presenti in tutta Italia")**

How to participate?

1. Download and read the brief to take inspiration from
2. Create your own original work in the allowed formats
3. Upload your ideas by the deadline
4. You could be a finalist! Be ready with your file open to prove the authenticity of your work
5. Wait for the jury's vote and the winners announcement!

Download the guidelines

Download technical informations

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Upload your work

For clarifications, questions, or further information regarding the call for entries, please do not hesitate to contact us at the following address: bando@igpdecauxgraphicaward.it

PRIZES	3000 EURO	2000 euro	1000 euro
	1 ST placed	2 nd placed	3 rd placed

PRIZES

VISIBILITY 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.

39000 units 386 Cities 1,3 billions of contact everyday

PRIZES	3000 EURO	2000 euro	1000 euro
	1 ST placed	2 nd placed	3 rd placed

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

IGPDecaux Graphic Award 2026 – Roma

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.

Coherent with its mission, IGPDecaux has decided to launch a special edition of the contest IGPDecaux Graphic Award, dedicated to the city of Rome. The contest is targeted at visual designers, art directors, illustrators, 3D artists, copywriters and motion designers interested in testing out their creativity regarding the theme



ROME THE ETERNAL CITY - Your creative vision of the city in the AI era
Contestants are required to interpret the theme by creating a digital graphic project in compliance with the provisions of the following regulation.

1. Aim and description of the contest These regulations (the “Regulations”) govern the visual design contest themed “ROME THE ETERNAL CITY – Your creative vision of the city in the era of AI” (the “Contest”). The Contest is organized by IGPDecaux S.p.A. (“IGPDecaux” or the “Organizer”) to enhance the content of IGPDecaux’s advertising spaces in Rome through artistic works, illustrations, graphics, videos, and 3D content capable of interpreting the contest theme. The Contest is aimed at all individuals who meet the participation requirements set out in section 3.
2. Discipline Pursuant to Art. 6, paragraph 1, letter a), of Presidential Decree (D.P.R.) 430/2001, the Contest governed by these Regulations does not constitute a prize competition, as it concerns 'the presentation of projects or studies in the commercial or industrial field, in which the awarding of the prize to the author of the selected work acts as consideration for work performed or represents recognition of personal merit or an incentive in the interest of the community.
3. Participation Requirements The Contest is open to all individuals of any nationality (the “Participants”) who collectively meet the following requirements: a) be at least 18 years of age at the time of registration for the Contest; b) fully complete, sign, and submit the entry form by the deadline specified in point 4 of the Regulations, attaching all required documents, including their curriculum vitae.
4. How to participate Entrance is free. To participate is necessary to send the work no later than June 30, 2026. via the platform at the following link: www.igpdecauxgraphicaward.it. They must complete the online registration form by providing the required data, accept these Regulations, review the privacy policy regarding the processing of personal data, and upload the requested documents, duly signed, together with a valid copy of their identification document (ID card or Passport) and their curriculum vitae in the dedicated section of the registration web page.
Each participant declares and warrants that the personal information provided during registration and entry to the Contest is true and correct. The Organizer reserves the right to disqualify any Participant from the Contest should any of the information provided prove to be untruthful.
 - a. Participants must submit, by June 30, 2026, by uploading to the dedicated section of the Platform, an original work created by them that expresses their interpretation of the theme: “ROME THE ETERNAL CITY – Your creative vision of the city in the era of AI” (the “Work”).
 - b. The submitted Work may be created using the following techniques: graphics, illustration, vector mixed media, animation and/or video, photography, 3D, or a combination thereof, excluding any audio component. The partial or total use of AI is also permitted.

- c. The Works submitted must have the following characteristics:
 - Supported formats: Jpg, pdf, mp4
 - The project must be developed in a portrait format (as per the downloadable technical sheet)
 - Maximum file size allowed: 10 Megabytes
 - Be accompanied by a report describing the research and the creative process that led to the project
 - Be identified by a title
 - If the project is selected as one of the winners, the complete graphic/video project file, including all links/assets, will be required.
 - d. At their discretion, participants may also decide to submit, along with their work, a video showing them during the execution of their project. At IGPDecaux discretion, this video may be shown, with or without the work, during the award ceremony
 - e. Each Participant may compete with only one Work, submitted individually.
 - f. Works submitted by methods other than those specified in these Regulations will not be admitted to the Contest. Should the submitted Work fail to meet the required presentation requirements, it will be disqualified from the Contest.
5. Deadline for submission of Works
- a. works must be uploaded to the platform no later than 11:59 PM on June 30, 2026, following registration for the contest in accordance with the procedures set out in point 4.
 - b. Works uploaded after this deadline are not going to be taken into consideration, unless the organizer, at sole its discretion, decides to extend the submission deadline; in such case, notice will be provided via an announcement published on the platform.
6. Participant Undertakings and Warranties
- a. By virtue of and as a result of registering for the contest, the participant declares and warrants (and, in any case, hereby undertakes to ensure that):
 - The submitted work is original, created exclusively by the participant, and does not incorporate works by third parties
 - the Work does not infringe any copyright or, more generally, any intellectual and/or industrial property rights, image rights, personal data protection rights, or any other third-party rights (including those of other Participants), and that no third party holds any right, title, claim, or interest in relation to the Work;
 - the Work does not violate or encourage others to violate any law or regulation;
 - the Work was not created by causing harm to persons or animals;
 - the Work is not libelous, defamatory, or intimidating, and does not contain any obscene, offensive, violent, discriminatory,

pornographical, sexually explicit, or political message or content.

- The work does not contain any watermarks or signatures of the participant
- The Work shall be kept confidential until the announcement of the Contest results. Until the announcement of the Contest Winners (as defined in point 9 below), the Work may not be submitted to other visual design competitions, nor revealed or transmitted, even in copy, to third parties, without prejudice to the provisions of point 10. C)

- b. IGPDecaux has the right to exclude the participants who sent works in breach of one or more of the foregoing declarations and undertakings

7. Indemnity clause

- a. The Participant shall indemnify and hold the Organizer harmless from and against any damage, liability, loss, disbursement, and/or expense (including legal fees), penalty, and/or any other detrimental consequence that IGPDecaux may incur as a result of and/or in connection with any third-party claims, demands, and/or actions related to the Participant's breach of the declarations and undertakings set forth in point 6.

8. Procedures and criteria of the selection process

- a. the works presented by the participants will be evaluated and selected, in a single stage, by a jury composed of the exponents of IGPDecaux and form experts of the visual design, communication, advertising, sustainability and public space design field, selected by IGPDecaux (the Jury)
- b. The jury will meet on 10 December 2025 or within the other deadline set in the event of an extension of the deadline for submission of Works pursuant to point 5, in order to evaluate the Works submitted within the time limits and in the manner set out in these Regulations and their opinion shall be unquestionable.
- c. The assessment shall be expressed in points assigned as follows: - Consistency with the Contest theme: 50 to 100 points; - Relevance to IGPDecaux's activity and mission: 25 to 50 points; - Versatility: 10 to 20 points; - Variety of techniques used (images, videos, animations and 3D): 10 to 20 points; - Respect for the graphic and communication rules for the creation of a correct Out Of Home creativity (synthesis, simplicity, readability, impact, etc.): 0 to 10 points; - Submission of both required formats (vertical and horizontal).
- d. The winners, as defined in point 9, will be notified by the Organizer via email and the final ranking of the Contest will be published on www.igpdecauxgraphicaward.it
- e. The winners, as defined in point 9, shall notify the Organizer of their acceptance of the prize within 3 days of the Organizer's notification by a specific reply email to the following address: bando@igpdecauxgraphicaward.it. Otherwise, the prize will be considered as not accepted and will be awarded to the Participant who, in the ranking list drawn by the Jury, is ranked immediately after the Participant who has rejected it. This procedure will be applied, where appropriate, until acceptance by one of the Participants.



- f. IGPDecaux will not be required to notify the reasons for any exclusion of Works by the Jury.
- g. The decisions of the Jury shall be final and unappealable.

9. Prizes

- a. As a result of their examination, the Jury will select three Participants as winners of the Contest (ranking first, second and third, collectively the "Winners").
- b. The Winners will be announced at the Video Città event in Rome July 10, 2026.
- c. The first-ranked Winner of the Contest will be entitled to receive (if he/she accepts as specified in point 8) a prize consisting of: - the opportunity to exhibit his/her Work in certain IGPDecaux advertising facilities selected by IGPDecaux for the time period chosen by IGPDecaux and, in any case, subject to the availability of said advertising facilities when they are not otherwise booked for advertising; - a cash prize of Euro 3,000.00= (three thousand/00), as gross amount inclusive of any statutory withholding.
- d. The second and third-ranked Winners will be entitled (if they accept as specified in point 8) to a prize consisting of: the opportunity to exhibit their Works in certain IGPDecaux advertising facilities selected by IGPDecaux for the time period chosen by IGPDecaux and, in any case, subject to the availability of said advertising facilities when they are not otherwise booked for advertising; a cash prize of Euro 2,000.00= (two thousand/00), as gross amount inclusive of any statutory withholding, for the second and Euro 1,000.00= (one thousand/00), as gross amount inclusive of any statutory withholding for the third winner...
- e. The prizes will be awarded to the Winners during the Contest Awards Ceremony in July 2026 in Rome.

10. Copyright

- a. All the Participants will have and will retain their moral copyright in the Works, while the economic exploitation rights of the Works will be regulated as follows:
- b. The Participants who will be selected as the Winners within the meaning of the Regulations undertake henceforth to assign IGPDecaux all the economic rights to exploit their submitted Works, including the right to publish them (including in complex works), translate them, play and disclose them in any medium or format and in any number of copies, market them, adapt them and process them for use, and to transfer all or part of these rights to third parties (the "IP Rights"). To this end, the Winners undertake henceforth to sign the deed of transfer of IP rights in their Works to IGPDecaux within 7 days of the announcement of the Winners and to take any other action necessary for the transfer of IP rights to IGPDecaux. If the Winners fail to comply with this obligation, IGPDecaux may, at their discretion, request the specific execution of said transfer or cancel the awarding of the prize to the Winner in default. The Participants recognize and agree that the fee for the assignment of IP Rights is the prize to be awarded to the Winners.
- c. The Participants who will not be ranked among the Winners of the Contest hereby grant IGPDecaux, free of charge, in consideration of the opportunity to participate in the Contest and to be the potential Winners, a right of option to purchase IP rights



under the following terms and conditions (the “Option”), and agree not to behave in any manner incompatible with the exercise of the Option until the expiry of the applicable period. The Option may be exercised by IGPDecaux within 08 December 2026 for a price that is hereby agreed to be of Euro 500,00= (five hundred/00) by sending a written email notification to the address provided by the Participants upon registering for the Contest. Following the exercise of the Option, (i) the IP rights of the recipient of the Option will be deemed as purchased by IGPDecaux; (ii) the Participant will make the IP rights that are not yet in the hands of IGPDecaux materially available to IGPDecaux, as may be requested by IGPDecaux; and (iii) the fee shall be paid in a single instalment simultaneously with the finalization of the IP rights assignment deed, to be executed within 15 (fifteen) days from the date of notification of the exercise of the Option, for recognition purposes.

- d. All the Participants, whether or not they are Winners of the Contest, hereby authorize IGPDecaux to use, free of charge, the Works and all the Images contained therein for the intrinsic purposes of the Contest and for any non-directly commercial use of the Works and Images (e.g., within the context of IGPDecaux corporate conventions, for the promotion of the Contest, and so on.). The Participants acknowledge and agree that IGPDecaux may determine, at their sole and exclusive discretion, the non-commercial use of the Works.
- e. It is understood that the right of all the Participants to be mentioned as authors of their respective Works remains unaffected.

11. Dissemination of the Works

- a. The Participants acknowledge and agree that the Works may be freely displayed, communicated and/or disclosed after the conclusion of the Contest on all kinds of media and by all means of communication (including social media) and that this will result in the visibility of the competing Works to all the Participants in the Contest and to the community receiving the communication.

12. Acceptance of the Regulations The Participants in the Contest are required to fully accept and abide by these Regulations, which each Participant declares to accept in full upon registration.

13. Governing Law and Exclusive Jurisdiction these Regulations shall be governed by the Italian law and it is agreed that any dispute concerning the interpretation, application or implementation of these Regulations shall be the exclusive jurisdiction of the Court of Milan. IGP Decaux S.p.A. _____ Name of the Participant signing these Regulations for acceptance: First and last name:

Participant's autograph signature: _____ Pursuant to Articles 1341 and 1342 of the Italian Civil Code, the Participant hereby declares that he/she fully accepts the following vexatious clauses of the Regulations: Article 7 (Indemnification), Article 8 (Work Selection Procedure and Criteria), Article 10 (Copyright and Purchase Option), Article 11 (Dissemination of the Works), and Article 13 (Governing Law and Exclusive Jurisdiction).



Participant's first and last name: _____ Participant's
autograph signature: _____