

creAtlva Vol/10 — ADS

Advertising Against Advertising

OPEN CALL GUIDE

TWO VISIONS • ONE SIMPLE PROCESS

Campaign concept, submission steps and key benefits

**THIS IS NOT JUST
AN OPEN CALL.**

**THIS IS A
FICTIONAL AD CAMPAIGN.**

TWO VISIONS. ONE PROJECT.

ARTISTIC VISION

A critical campaign about the language of advertising.

CREATIVE VISION

A visual proposal that turns a product, an idea or a fiction into an editorial experience.

THE PROCESS IS SIMPLE.

One form.

One final submission.

No unnecessary steps.

**1. PAY THE
ENTRY FEE**

**2. COMPLETE
THE FORM**

**3. SUBMIT
YOUR PROJECT**

Your final submission
confirms your participation.

AFTER SUBMISSION

MINIMAX COURTESY CREDITS.

After your complete submission, you can enjoy courtesy free credits from Minimax and the PDFs of Volume 9 to keep exploring and developing your next projects.

- **30 SELECTED ARTISTS**
- **PRINTED BOOK**
- **CURATORIAL TEXT**
- **INTERNATIONAL VISIBILITY**

Selected artists become part of the printed book and a broader ecosystem of visibility.

ADVERTISING AGAINST ADVERTISING

OPEN CALL.