

TYPO GIFS

In it's almost 30 years of history, the GIF format has evolve from an ancient system to lighten the image weight for an emerging World Wide Web, into a form of visual communication that triumphs on e-mails, forums, social networks with the most variety of animated images: tv shows, films, memes...

But, where is the type on the gif-world? That's why Chulotype encourages you to let your imagination run wild in order to make known type amongst a cyberwold full of pictures of kittens and 4chan memes. Let's flod the Internet with typo-gifs!

Terms of the call:

- a) Everyone can participate, without age or geographical limitation.
- b) The theme will be typography in motion and the "hidden" concept that is this year's Typomad's theme.
- c) You can send a maximum of three gifs per participant, which will be sent sent through our [contact form](#).
- d) The file or files must fulfill the following requirements:
 - Gif format.
 - 1280x1280 resolution.
 - Máx. 10mb total size.
 - Your file will be named as: YourName_TitleofyourAnimation.gif
- e) The deadline will be the 5th of November at 12pm (CET)
- f) With all the works we will make an exhibition that will have it's opening on the 13th of November in the art gallery Slowtrack of Madrid. We will also publish the works on line on our website the same day.
- g) Among all the participants we will raffle of a pack of Gustavo Gilli's

books valued at xxxx€ during the opening in Slowtrack, which the winner should pick up. In case of not being present the opening day, the winner could delegate in other person to collect it or pay the shipping costs to it's address.

- h) The Intellectual property of the works presented to the call belongs to the authors, signing over the rights just to put on the animations on Typomad's website and social networks and during Slowtracks's exhibition. Any ampliation within the former uses must be comunicated and aproved by the selected authors.
- i) The participation on this call suposes the full aceptation of its terms. Also you assure that it's an original work and that you have the legal rights of it.

In order to help you out with this "hidden" concept, here you have the definition of the Oxford dictionary:

HIDDEN

ADJ. Kept out of sight; concealed.

1. Put or keep out of sight.

1.1 Prevent (someone or something) from being seen.

1.2 Prevent (an emotion or fact) from being apparent or known; keep secret.

1.3 Conceal oneself.

Key info:

Deadline for summitions: 5th of Noviembre at 24h (CET)

Email adress: expo@typomad.com

Online opening: 13th Nov on www.typomad.com

**Gallery opening: 13th Nov at 20:30h in Slowtrack
(C/Cañizares 12, Madrid)**