



# NATURAL RECALL

ELECTIVE AFFINITY  COMMUNICATION PROJECT

# Natural Recall

**EVOKE YOUR NATURAL ELECTIVE AFFINITIES**

*Graphic / Communication Project*

The logo consists of the words "NATURAL" and "RECALL" stacked vertically in a tall, thin, sans-serif font. The text is light green and is set against a solid yellow rectangular background.

It's an invitation to a project which will involve up to 40 graphic designers on the international scene, the result of which will become part of an exhibition with publication commented by field experts.

**2014 / 2015**

[www.naturalrecall.org](http://www.naturalrecall.org)



*Dear participant,*

Have you ever experienced a sense of gratitude and profound feeling, kindness and affection towards a plant?

We believe that man and nature have, from time immemorial, intertwined and evolved, guided by a sort of elective affinity.

Affinities, which can manifest itself spontaneously, with no apparent reason, or, rooted in our fondest memories, borne out of exceptional circumstances.

It simply happens: in the presence of a given plant; recollections, mental associations suddenly bring forth emotions and empathy.

And wouldn't it be curious to think that the situation could be reciprocal? that we could also be the object of attention and affection?

The project Natural Recall wants to explore the connection of man and plant, research the inner workings between the Animal and the Vegetable world.

## **Creative Brief**

Exceptional bonds such as those between man and nature are worth narrating and portraying.

If you feel the same way, join us by participating in the project NATURAL RECALL.

You are invited to reveal you elective affinity with a plant, graphically and in writing.

To convey that bond which is often indescribable in words,

Or to reminisce an encounter which tied your existence to that of a plant by a feeling of gratitude and of enrichment destined to last for ever.

The experience of each and every one of us is special; unleash your creativity and express it.

Because every single plant is a unique living organism, conveyor of its own experience and emotions.

## **Graphic Participants**

40 Graphic designers and image creators worldwide will be invited to participate in this project.

*(names not yet defined)*



## **Textual contributors**

40 highlights (or impressions) will be included

*(names not yet defined)*

## **International committee of experts**

The committee will include international graphic and communication experts ranging from botanists to philosophers, sociologists, poets and many others who will contribute to and support the communication projects.

*(names not yet defined)*





## **Participation procedures**

The participants invited to the project can join independently or as a group.

The graphic work will have to be sent in PDF or high resolution jpg (minimum 150dpi) via wetransfer ([www.wetransfer.com](http://www.wetransfer.com))

to the following e-mail address: **poster@naturalrecall.org**

Please include together with your work a PDF with the following information:

- First name and Surname of the candidate
- Nationality and city of the candidate
- E-mail address
- Telephone
- Title of your work
- Description of your work not exceeding five hundred (500) words in English.

## **Technical characteristics**

The file must respect the following characteristics:

- Dimension 50 X 70 cm at 150 dpi (2953 X 4134 pixel)
- Vertical orientation (portrait)
- Format : jpg or pdf.

## **Deadline September 30th 2014**

The graphic work to be sent via wetransfer (<https://www.wetransfer.com>) at [poster@naturalrecall.org](mailto:poster@naturalrecall.org) can be forwarded starting on 01 June 1st 2014 until September 30th 2014.



## Exhibition / Catalogue / Calendar

All the works will be displayed in the exhibition that will be housed in several prestigious venues and also published on the project website.

We are pleased to announce that a large number of artists have already shown their interest in this initiative.

A commission of experts in the project field will select the works that will appear in the 2015 calendar as well as the catalogue.

The works will be displayed in the website:  
[www.naturalrecall.org](http://www.naturalrecall.org) starting on October 30th.

Furthermore, each participant will receive two copies of the catalogue also available online in digital format. Free additional copies can be requested by paying only the mailing fee.

## Technical partners

- FAVINI (will provide the necessary printing paper for catalogues and calendars)  
DITRE (will print the catalogues and the calendars)  
QWERTY (will develop the web site)  
SMACK (will provide all the social media communication)

FAVINI



Q W E R T Y  
STUDIO

Smack  
COMUNICAZIONE DI PAROLA



## Organization

Natural Recall is a not for profit international graphic and communication project organized by **co.me** and by **gtower**.

## Information

For additional information and clarification please contact or write to:

[www.naturalrecall.org](http://www.naturalrecall.org)

[info.naturalrecall.org](mailto:info.naturalrecall.org)

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2015

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ELECTIVE AFFINITY ✿ COMMUNICATION PROJECT



**Organized by**

**co.me**  
WE SOCIALLY DESIGN

**GTOWER**  
A STEADY AND NATURAL STREAM OF DESIGN

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