

CALL FOR PROPOSALS: GO! ON FEET

GO! 2025 – European Capital of Culture invites young artists and designers to develop unique ideas for promotional socks under the theme **GO! ON FEET**. This project aims to capture the dynamic spirit of connection, community, and culture that the European Capital of Culture 2025 represents through the creativity of young designers.

The winning designs will spread the GO! 2025 message with every step!

WHAT ARE WE LOOKING FOR?

We seek original designs that reflect themes of European culture, borderless art, mobility, and bridging cultural divides. Your design should explore life at the border (Nova Gorica-Gorizia), highlighting the idea of crossing boundaries, connecting communities, and merging two different cultures.

The sock design should be playful and visually represent the values of GO! 2025 – European Capital of Culture. We encourage creativity and innovation, meaning each artist can create unique and different designs for each sock, which when paired together will create a whole.

Additional requirements:

- Submit your work on the **attached proposal in digital format**.
- Due to production specifications, limit your design to a **maximum of 6 colours**.
- Work should be submitted **in raster or vector format** and in **CMYK** colour space.
- Each artist may only submit only **one proposal**.
- One of the 6 colours used **must be Soča Turquoise** (CMYK 80, 0, 45, 0 / RGB 41, 204, 177).
- **Two different socks** that together form a whole.
- It is important that the design **is not too detailed** as small details can be lost in production.
- Include a description of your proposal and how it meets our requirements (min. 1000 characters).

Only proposals that meet the requirements will be considered.

WHO CAN APPLY?

We invite young artists, designers, visual artists and other creatives aged 18 to 27 who want to showcase their work on the European Capital of Culture platform. There is no application fee.

WHAT DO WE OFFER?

The selected designs will be produced and distributed in collaboration with a professional team as official GO! 2025 promotional products. Winners will receive a certificate of winning the call.

Prize: 2x tickets for the MN Dance Company **preview** performance (in December 2024)

HOW TO APPLY?

Submit your application using the online form. If you have any problems with this, you can contact us at marketing@go2025.eu.

The deadline for applications is **25 November 2024, by 16:00**.

Shortlisted candidates will be notified by 29 November 2024.

SELECTION PROCEDURE

Participants will be selected by the GO! 2025 team.

The jury's decisions are final and not subject to appeal. The quality of the work and compliance with the guidelines will be the main selection criteria.

The jury will select a maximum of 3 proposals. We reserve the right not to select any proposal.

** Due to production considerations, we reserve the right to adapt the design in collaboration with the selected artists and production team. We retain the rights to distribute the socks and your design. The final product will credit the artist as the designer.*

Let your creativity be BORDERLESS.