

GROUPTHUG

“JUDGE ME”
May 6-8, 2016
Gallery TBD
New York, NY

THEME:

The theme of “Judge Me” is prejudice. Prejudice is defined as a preconceived opinion that is not based on reason or actual experience. We have all experienced injustice in our daily lives. Our personalities, motives, and abilities are, for the most part, assumed by others. How much should one’s skin color, gender, age, sexuality, hair color, etc infer how she/he will behave? We challenge you to choose a form of discrimination you personally experience and address the bias.

Two examples for inspiration:

- (1) [Veil](#) changes the perception that hijabs are old-school & oppressive.
- (2) [Goldiblox](#) challenges the notion that girls who like princesses won’t like engineering.

CRITERIA:

All types of work are welcome. Product concepts & prototypes are highly encouraged. Product prototypes, web or app concepts, wearables, etc - anything that you feel addresses the theme.

SUBMIT:

Submit work by e-mailing krystal@grouphug.cc. All submissions are due by March 7 at 11:59PM, Write “Judge Me Submission” in the e-mail subject and include a sketch and description of your idea. We encourage you to submit early sketches and concepts.
Submissions don’t have to be polished!

IMPORTANT DATES:

- Submit your idea from now until March 7 at 11:59PM
- We’ll judge all the submissions from March 7-March 14
- You’ll be notified if your work is accepted by March 14
- You’ll have between March 14-April 22 to complete your work
- Kindly ship your work to New York by April 22
- Grouphug receives your work in New York by May 1
- We’ll photograph and install your work between April -May 5
- Then, finally it’s show time! May 6-8

FEES:

There is no fee to submit work to the show. If your work is accepted there is a \$65 exhibition fee. The fee goes toward paying for a venue and a photographer. No, it’s not free. It’s New York.

SHIPPING:

Designers will be responsible for shipping their work to New York for the show. Work must arrive in New York by May 1.