
**YOU ARE INVITED TO PARTICIPATE IN...
CREATION OF THE 2017 BURNING SEED EVENT THEME DESIGN**

Quick Summary

- Design submissions for the 2017 Theme: **DEEPER SPACE** are now open until May 21
- We want to see what **DEEPER SPACE** means to you - be creative, have a go!
- The final design will be adapted for use across all official 2017 event collateral and will also be shared with the Burning Seed community for adaptation eg in theme camps.
- This Frequently Asked Questions document includes all the information you should need but if you do have more questions please email: design@burningseed.com

The Brief

Create an A4 poster which reflects the 2017 Burning Seed Event Theme: **DEEPER SPACE**. The Theme was chosen from almost 100 community suggestions at the end of 2016. Use the Theme Blurb issued in for DEEP SPACE 2016 as your concept brief and for inspiration - see page 3 of this document or visit: <http://www.burningseed.com/blog/2016-burning-seed-theme/>

Specifications - Read These Carefully!

- Please submit a portrait A4 size poster with 5mm bleed (not familiar with 'bleeds'? Read this: www.posterboyprinting.com.au/artwork-bleed-what-is-it-and-why-do-i-need-it/)
- Please send a high resolution PDF
- We will also need your original working file if you are the winner
- Poster designs must include the following words and details:
 - Burning Seed 2017
 - Deeper Space
 - 27th September - 2nd October
 - Red Earth City, Matong State Forest, NSW
 - www.burningseed.com
- The selected design will receive most exposure as the header image for the Official Burning Seed 2017 Facebook event page - please consider this in your design. We may ask you to adjust/re-design your poster if it does not fit as a Facebook banner.
- Email your design to theme2017@burningseed.com with your name, email and few words about what inspired your design.

Our Co-commitments

- **YOU commit** to share your original working files with Burning Seed and to allow other designers to work with the files to produce the necessary event collateral which includes publications, wristbands, stickers and social media tiles. If you want to create this event collateral, you will need to commit to that process, working with the Seed Design Lead. The Seed Comms Team Lead has final sign off on materials.
- **WE commit** to credit the selected designer in the 2017 Theme Design announcement and to respect the integrity of the selected designer's work and concept. We will work with

the selected designer if we feel the design needs further development before it can be confirmed as the 2017 Theme Design.

When and How Will the Theme Design Be Selected?

Theme design submissions open until **May 21st (4 weeks)**. Burning Seed Team Leads and Burning Seed Town Council will then vote to select a design. The selected designer will be contacted and, pending any required changes, the selected design will be announced shortly after the vote.

NOTE: The above process depends on the number and quality of the design submissions we receive. Burning Seed reserves the right to bring the process in-house and commission an event theme design if a majority of Team Leads do not accept any of the designs submitted.

Where will the design be used?

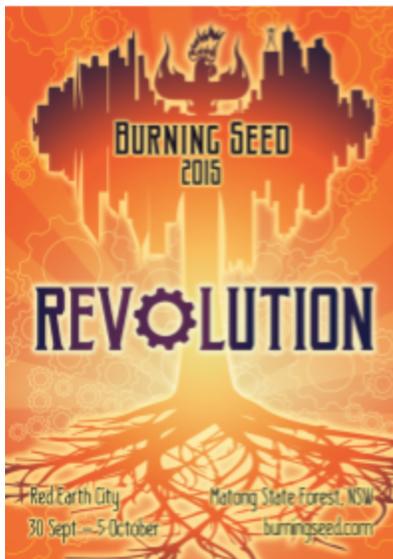
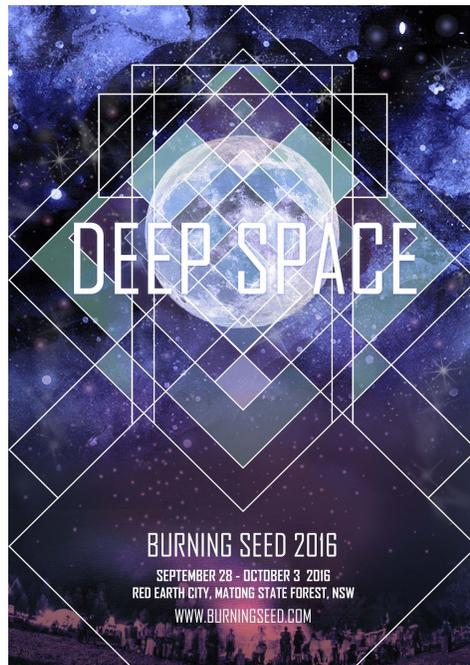
The final design will be promoted online via the Burning Seed website, on our social media platforms and in the Burning Seed Newsletter. It will be shared on the website in a format that will allow the community to share it and download it for their own use and adaptation. The selected design will be used to create Seed 2017 event collateral, including:

- the official Facebook event cover photo
- event wristbands, stickers and community crew passes
- publications and guides including first timers guide, survival guide and WWW

What Happens to the Other Design Submissions?

We want to celebrate and acknowledge all the poster submissions we receive as part of this process. We'll share submitted poster designs with the community on our website as well as on our social media platforms. We also plan to share the designs on-site at the event via a gallery at Centre Camp.

Some Past Event Theme Designs....



Concept Brief: Deeper Space

For millennia, humans have been inspired and guided by the stars and the Deep Space that stretches endlessly around them. Before even the ancient Greeks or Galileo, Aboriginal people have used the secrets of the night sky to survive the Australian landscape, passing down dreamtime stories that science is now using to further unlock the mysteries and histories of our stars and universe.

And as technology has made the flesh both willing and able, humans have reached as far as we could for these celestial bodies. Nations have laid down swords to build shuttles and stations, and both our efforts and popular imagination have sought to boldly go where no man or woman has gone before. But we are not only part of this universe; the universe is part of us, says famed American astrophysicist Neil DeGrasse Tyson.

The atoms that make up life on Earth can be traced back to stars that collapsed and exploded, scattering their guts across the galaxy. Celestial lights begot life as these guts of carbon, nitrogen and oxygen solidified into solar systems, planets and life itself.

Is our desire for Deep Space a desire for our birthplace? As we reach for those stars, are we reaching for ourselves too – a journey of discovery into the unknown limits of the universe and ourselves, or a return to the merely forgotten? A primal homecoming?

At Burning Seed, we love to greet each other with “Welcome home”. For us, the Paddock is both a return and a mini-world beyond our known worlds. It’s a journey of discovery that is as much about place as the unknown space that we explore together and within each and every one of us.

And within each and every one of us lie deeper spaces still. Microscopic galaxies spin round and round as electrons orbit our atom suns, moving us continually through time and space – pointillistic mirrors of the universe that surrounds us.

Such connection, says DeGrasse, is the fundamental juice of the universe. We are not small in the face of it. Instead, we are beings enlarged by our star-birther atoms, connecting us one to another through the sheer act of participation in life.

Or Deep Space is just a flimsy excuse to wear that hot space-chick outfit, ride ‘em space cowboy, or brandish your Star Wars nerdism with pride. Take your pick.

How will you participate in Deep Space at Burning Seed 2017?

Check out some inspirational images, thoughts and talks with these links: [Neil DeGrasse](#) and his astounding facts; a [TED talk](#) on challenging perceptions in space; and [images from Erik Wernquist’s film Wanderers](#), which are based on actual space footage.