

Selection criteria for the exhibition posters

Topic of artwork: the selection criteria for “Pastel Toujours”

The painting having received 1st prize will be the image used for the poster of the Pastel Toujours exhibition the following year. However, if it does not meet the following criteria, the committee will proceed to choose another painting.

- The image must be easy to decipher and to understand when seen from a distance, thus big shapes are favoured;
- The poster must be eye-catching by way of attractive colours, convey an interesting mood...
- The image must not portray a sad subject matter.

Criteria for the Ogilvy exhibition:

The committee chooses an image amongst the entries for the « Les Pastellistes » exhibition taking the following into consideration:

- the public will expect to see at the exhibition the painting on the poster;
- the committee makes its selection as early as possible so as to be able to use the image for advertising purposes; this is done even before the judges have made their selection. (In cases where that painting has not been selected by the judges, the committee shall nonetheless stand by its decision to use that image.)
- if possible, the committee shall choose an artist who has never been selected before;
- insofar as possible, the committee shall avoid the work of one of the committee members;
- if none of the entries meets the selection criteria, the committee can ask to use the work of a master pastellist, particularly if they are a special guest, as was the case with Bill Hosner in 2011;
- the committee shall avoid any theme that might mislead the public, i.e. the depiction of a guitar player, which might look like a poster for a rock concert.