

BRIEFING IADE/EDP/BOLD\_  
POWERED BY EDP

## **BOLD CREATIVE FESTIVAL\_ 2020 PROJECT**

DESAFIO LIGHT BY EDP

Registration: from November 9 to January 6, 2021

Challenge: from January 8 to January 18, 2021

Online mentoring: January 12 and January 18

Submissions: until January 20

Winners announcement: January 22

## **BOLD CREATIVE FESTIVAL**

SER BOLD É SER ARROJADO, É FUGIR À NORMA, É ELEVAR-SE PERANTE A MONOTONIA DO TIMES NEW ROMAN. NÃO QUEREMOS MAIS DO MESMO. QUEREMOS INOVAR, REVOLUCIONAR, QUEREMOS SER RELEVANTES, QUEREMOS CRIAR. IMAGINAR O FUTURO NO PRESENTE. BOLD\_#NEGRITO #CORAJOSO #ARROJADO #ATREVIDO #AUDAZ #FORTE #VIGOROSO #ÍNGREME

TO BE BOLD IS TO BE DARING, IT IS TO AVOID THE STANDARDS, IT IS TO RISE BEFORE THE MONOTONY OF TIMES NEW ROMAN. WE DON'T WANT MORE OF THE SAME. WE WANT TO INNOVATE, REVOLUTIONISE, WE WANT TO BE RELEVANT, WE WANT TO CREATE. TO IMAGINE THE FUTURE IN THE PRESENT. #BOLDTYPE #CORAGEOUS #DARING #CHEEKY #AUDACIOUS #STRONG #VIGOROUS #ISTEEP

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GRAPHIC COATING OF SUMMER FESTIVALS' SEATIG LOUNGE BENCHES

### **Mandatory requirements/insights:**

1. Creation of a creative concept inspired by the values of the EDP brand. Innovation, Sustainability and Humanization.

2. Creation of a graphic proposal for the coating of EDP banks, which will cover the seating lounge of the Summer Festivals where EDP will carry out brand activation actions.
3. Proposals must consider their implementation in vinyl coating on the seats (proposals that include aggregated three-dimensional pieces or textures on the seats won't be accepted - just vinyl covering, for greater durability and usability).
4. Proposals must be submitted in PDF format (1920px X 1080px) including concept, inspirational moodboard and graphic proposal.
5. Proposals must be sent until 00:00, on January 20, to the email address: [fabrica.iade@universidadeeuropeia.pt](mailto:fabrica.iade@universidadeeuropeia.pt).
6. The presentation format will be defined and presented to the participants.
7. The jury will be composed of Mónica Marques, Coordinator and Deputy Director of Sponsorships, Events and Brand Activation at EDP, from the EDP Brand Director, Carlos Rosa, Director of IADE and Bruno Pereira, Director of Departamento.
8. The winners will be announced on January 22, 2021.
9. On a date to be announced, the six winners will monitor the application and completion of their pieces. All graphic material and participation rules will be available on Bold's website: [www.boldcf.com](http://www.boldcf.com).

## IMPORTANT NOTES

- The Creative Week will take place via Zoom. There will be 2 online mentoring sessions, on January 12 and January 18, conducted by Departamento's Creative Director, Bruno Pereira. The access links will be made available to all subscribers.

Questions and additional explanations may also be sent by email: [departamento@de-partamento.com](mailto:departamento@de-partamento.com).

## BOLD CREATIVE FEST:

[www.boldcf.com/](http://www.boldcf.com/)

[www.instagram.com/bold\\_creativefest/](https://www.instagram.com/bold_creativefest/)

[www.facebook.com/boldcreativefestival/](https://www.facebook.com/boldcreativefestival/)

HASHTAGS: #bold #boldcf #boldcf19

## ADDITIONAL INFORMATION

### About EDP

EDP ranks 1st in the ranking of the most valuable brands in Portugal. It is the third largest electricity production company and one of the largest gas distributors in the Iberian Peninsula. It provides nearly 11 million electricity customers and 1.2 million gas connection points. It employs more than 12,000 employees worldwide. It produces almost 70% of our energy from renewable resources. It was created in 1976, after the merger of 13 companies that had been nationalized the previous year. Its expansion took place on a global level with a presence in various parts of the world. Today EDP has a strong presence in the global energy landscape, being present in 16 countries - Portugal, Spain, France, United States, United Kingdom, Italy, Belgium, Poland, Romania, Greece, Brazil, Canada, Mexico, Angola, Peru and China - and four continents.

[www.edp.com](http://www.edp.com)

### About IADE – Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia

IADE - Faculty of Design, Technology and Communication of the European University was founded in Lisbon in 1969, having pioneered the teaching of Design in Portugal. Distinguished, for three consecutive years, by the renowned Italian magazine Domus, as one of the 50 best schools of Design in Europe, IADE - Faculty of Design, Technology and Communication is the institution that graduates the most students in Design, integrating international reference institutions such as CUMULUS (International Association of Universities and Colleges of Art, Design and Media), EDCOM (European Institute for Commercial Communications Education), and UNIDCOM/IADE, a research unit accredited and funded by the Fundação para a Ciência e Tecnologia (Foundation for Science and Technology). Being a reference in the teaching of Creativity, it currently uses an innovative academic model - EXPERIENTIAL LEARNING HYFLEX - which, based on a strong technological component, combines classroom, personalized and experiential classes with distance classes and digitalization of content, guaranteeing students an immersive teaching experience and permanent access to information from anywhere. For further information about IADE: [www.iade.europeia.pt](http://www.iade.europeia.pt)

### About Departamento®

Departamento is a culture amplifier.

It curates and develops projects for brands, sponsors, patrons, public and private entities, involving artists, designers, musicians, architects, writers and in the area of artistic creation. We are focused on stimulating and disseminating the culture of free access, on a large scale, together with partners with the capacity to implement it. "Culture, that invisible university."

For further information about BOLD CREATIVE FESTIVAL: [www.boldcf.com](http://www.boldcf.com). For further information about the agency: [www.de-partamento.com](http://www.de-partamento.com)