

## **self- portrait**

**WE HAVE BEEN ENCOURAGED TO SEE THAT EVEN IN THESE CHALLENGING TIMES, ARTISTIC EXPRESSION AND CREATIVITY REFUSES TO BE LIMITED. THE COLLECTIVE SPIRIT OF HOPE AND ACTION INSPIRES US TO FIND NEW WAYS TO SUPPORT AND HARNESS THIS ENERGY.**

**INVESTING IN THE NEXT GENERATION OF CREATIVE MINDS, WE ARE LAUNCHING A COMPETITION FOR OUR NEXT CAMPAIGN AMONGST STUDENTS AND YOUNG PROFESSIONALS.**

**WE'RE SELECTING FIVE WINNERS, EACH BEING AWARDED £5000.**

**self-  
portrait**

# **SUBMISSION OF WORK 07/08/20**

- 01** **DOWNLOAD THE BRIEF AND DOCUMENTATION BY OPENING THIS LINK IN A NEW WINDOW.**
- 02** **POST ON INSTAGRAM YOUR CAMPAIGN WITH #SPFORHOPE**
- 03** **A JURY LED BY CREATIVE DIRECTOR HAN CHONG WILL REVIEW THE WORK**

# BRIEF

## WHO WE ARE

SELF-PORTRAIT WAS FOUNDED IN 2013 BY THE LONDON-BASED, MALAYSIAN BORN CENTRAL SAINT MARTINS GRADUATE HAN CHONG. NOTED AS ONE OF THE BOF 500, THE BRAND'S EXTRAORDINARY RISE HAS EARNED HIM VARIOUS RECOGNITIONS AS A SUCCESSFUL DESIGNER AND ENTREPRENEUR. POSITIONED AS A MODERN BRAND IN EVERY SENSE, WHAT APPEARS EFFORTLESS IS THE RESULT OF A BRAVE VISION AND METICULOUS EXECUTION. WE WANT TO SHARE WHAT DRIVES THE SELF-PORTRAIT BRAND, THE THINGS WE CARE ABOUT PASSIONATELY AND OUR VISION FOR THE FUTURE OF OUR BUSINESS.

## THE BRIEF

WE HAVE BEEN ENCOURAGED TO SEE THAT EVEN IN THESE CHALLENGING TIMES, ARTISTIC EXPRESSION AND CREATIVITY REFUSES TO BE LIMITED. THE COLLECTIVE SPIRIT OF HOPE AND ACTION INSPIRES US TO FIND NEW WAYS TO SUPPORT AND HARNESS THIS ENERGY. INVESTING IN THE NEXT GENERATION OF CREATIVE MINDS, WE ARE LAUNCHING A COMPETITION FOR OUR NEXT CAMPAIGN AMONGST STUDENTS AND YOUNG PROFESSIONALS. FOR THIS COMPETITION, OUR FOCAL POINT IS A FEELING OF CONFIDENCE AND AMBITION IN A BETTER FUTURE — “HOPE” IS THE THEME.

## PRIZE

£5000 EACH FOR THE FIVE WINNERS, AND FEATURE THE SELECTED ARTWORKS AND ARTIST ON OUR WEBSITE AND OTHER PLATFORMS.

## ARTWORK

ALL THE ARTS AND PRACTICES ARE POSSIBLE (I.E. PHOTOGRAPHY, VIDEO). YOU MUST BE THE OWNER AND CREATOR OF THE ORIGINAL ARTWORK. IT WILL RUN ACROSS THE FOLLOWING CHANNELS; WEBSITE HOMEPAGE, NEWSLETTER, SOCIAL MEDIA. PLEASE SHOW HOW THESE IMAGES WOULD LIVE ACROSS THESE CHANNELS. CONSIDERING THE DIFFERENT FORMATS OF LANDSCAPE AND PORTRAIT:  
1080X1350 PIXELS / 1920X1080 PIXELS

## TIMELINE

07/08/20 SUBMISSION OF WORK  
14/08/20 A JURY LED BY CREATIVE DIRECTOR HAN CHONG WILL REVIEW THE WORK. THEN, WE WILL CONTACT THEM THROUGH INSTAGRAM.  
15/08/20 FEEDBACKS GIVEN TO THE WINNERS TO REFINE THE OUTCOME  
21/08/20 FINAL ASSETS TO BE SENT TO SELF-PORTRAIT  
24/08/20 LAUNCH

## HOW TO PARTICIPATE

USING THE PROVIDED TEMPLATES, POST YOUR ARTWORK ON INSTAGRAM WITH #SPFORHOPE, TAGGING @MRSELFORTRAIT BY THE 7TH OF AUGUST.