



XII INTERNATIONAL  
ECO-POSTER TRIENNIAL  
"THE 4TH BLOCK"

# PRE IMMA GINE



# XII INTERNATIONAL ECO-POSTER TRIENNIAL “THE 4TH BLOCK”

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GINE

DESIGNERS, ARTISTS, AND CREATIVES! WE ARE  
HONORED TO INVITE YOU TO PARTICIPATE IN THE  
12TH INTERNATIONAL ECO-POSTER  
TRIENNIAL “THE 4TH BLOCK”.

The war in Ukraine continues. The city of Kharkiv, like so many other cities in Ukraine is under attack, suffering daily bombardments from Russian shells and rockets. But despite it all, we’ve decided not to break the 30-year-long tradition and hold the 12th International Eco-Poster Triennial “The 4th Block” in April 2024. We will not be disheartened.

We choose not to live in a world that is full of fear, savagery, and death. Even in the darkest of times—in the age of uncertainty and dread, we must rethink our present, and fight tirelessly against all evil, so that we can create a just future—the one without cruelty and war. This is especially important right now when we are all on the brink of another world war, which could have catastrophic consequences and threaten the very existence of our planet.

This is the time to reimage our humanity, our relationship with the world, and with one another, and this is the focus of our three nominations.

1. REIMAGE THE FUTURE
2. REIMAGE HUMANITY’S PLACE  
IN THE GLOBAL ECOSYSTEM
3. REIMAGE MARIUPOL



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**1. REIMAGE THE FUTURE.** Fantasy posters, posters-prototypes that sketch out our imaginary future, posters about justice, freedom, and love. (All posters are welcome)

**2. REIMAGE HUMANITY’S PLACE IN THE GLOBAL ECOSYSTEM.** Posters about ecocide caused by wars. Wars bring suffering and terrible long-term aftereffects not only to people but also to the natural environment, and to all living things on our planet.

**3. REIMAGE MARIUPOL.** This is a special poster campaign – “Mariupol: 86 days of strength”. It honors the defenders of Mariupol who fought an impossible battle and gave hope to all of Ukraine in its darkest and bloodiest hour.

We urge you to imagine Mariupol not as a place of unthinkable tragedy, but as a place of extraordinary strength. The strength that will lead Ukraine on the road to victory.

## BASIC FACTS ABOUT THE SIEGE OF MARIUPOL:

- The siege lasted 86 days and became one of the largest and deadliest battles of the 21st century.
- Defenders of Mariupol took a stand against the Russian hordes that outnumbered Ukrainian forces five to one. Approximately 7000 brave Ukrainian soldiers faced 30,000 Russian troops equipped with armored vehicles and heavy weapons and prevented further occupation of the Ukrainian South.

- War-torn Mariupol experienced one of the worst humanitarian and environmental disasters since the horrors of World War II. In 2022 the city became a place of both ecocide and genocide that were happening at the same time.

- During the 86-day battle, Russian forces committed numerous acts of unspeakable cruelty, including targeting thousands of civilians at evacuation checkpoints, bombing maternity and children's hospitals, and attacking a theater full of civilians - women, and children, and many other crimes. They forcibly relocated tens of thousands of children and adults from Mariupol to Russia.

- Mariupol demonstrated remarkable heroism, courage, and resilience and became a place where Ukrainian fighters stood their ground against the overwhelming Russian war machine.

**DEADLINE FOR REIMAGE MARIUPOL.**  
**“MARIUPOL: 86 DAYS OF STRENGTH”**  
**IS JANUARY 31, 2024**

The international poster campaign “Stand with Ukraine!”, which we started in February 2022 following Russia’s full-scale invasion of Ukraine, continues to this day. Selected posters from this project were shown in numerous exhibitions, appeared in a number of publications, and were included as satellite exhibits in various poster shows in Europe and the USA. The list of the participants as well as selected posters from the “Stand with Ukraine!” campaign will be included in the catalog of the triennial.



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## TYPES OF POSTERS:

- (A) Printed Posters
- (B) Animated Posters

## TECHNICAL REQUIREMENTS:

### (A) Print files:

70 x 100 cm (vertical),  
RGB, 200 dpi,  
file type JPG, PDF

### (B) Animated Posters:

Max. time 20 sec. Codecs: full HD 1920/1080  
MP4 (H.264 50 mb/s) or MOV (H.264 quality 100)

## POSTER FILES MUST BE SIGNED IN ENGLISH IN THE FOLLOWING ORDER:

Country\_First\_Name\_Surname\_Poster Title  
Send files to: 12triennial4block@gmail.com  
Subject of the letter: 12th Triennale

## DEADLINE FOR NOMINATIONS

(1) AND (2) IS FEBRUARY 29, 2024

The exhibition "Mariupol: 86 days of strength" will be held in February 2024 in Kyiv. The main exhibition of the Triennial, which will include nominations 1 and 2 will be exhibited on the warzone streets of Kharkiv in April 2024.

## CATALOG:

A catalog will be published following the exhibition and sent to the selected participants. The catalog's shipping costs are to be paid by the participants.

## AWARDS:

Grand Prix – diploma  
First place – diploma  
Second place – diploma  
Third place – diploma  
Honorable mentions – diplomas

All participants of the 12th International Eco-Poster Triennial “The 4th Block” will receive a certificate of participation.

By sending their poster files the participants give permission to post their artworks on the Internet, and print and showcase their posters in non-commercial exhibitions in public spaces in Ukraine and abroad with the understanding that all copyrights stay with the authors.

The "4th Block" triennial was founded in 1991 in Kharkiv (Ukraine) .

The founder is Oleg Veklenko

## OUR PARTNERS:

Reborn Mariupol – [remariupol.com](http://remariupol.com)  
Kharkiv State Academy  
of Design and Arts – [ksada.org](http://ksada.org)  
Studio Grafprom – [grafprom.com.ua](http://grafprom.com.ua)  
PosterTerritory – [posterterritory.com](http://posterterritory.com)  
Contemporary Art Center  
"Yermilov Center" – [yermilovcentre.org](http://yermilovcentre.org)

## MORE INFORMATION:

[the4thblock.org](http://the4thblock.org)  
[www.facebook.com/the4thblock](https://www.facebook.com/the4thblock)  
[The\\_4th\\_block\\_official](http://The_4th_block_official)