

the
**new
now**

**water
& movement**

**graphic
and
digital
design
contest**

project
catalogue



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Greece

FLUX LABORATORY
ATHENS



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With their application, participants have granted permission to the rights of their project, and understand that it may be copied, exhibited or published. There is no time limit on the validity of this use nor is there any geographic limitation. Participants will be informed by the Embassy of Switzerland of Greece prior to any use of their material.

The New Now competition is a project that started in the framework of the cultural cooperation between the Swiss Embassy in Greece and the Flux Laboratory in Athens. In its first edition, we gave voice to innovative ideas in the field of Health. The finalists received the assistance of professionals in the field in order to bring their idea to fruition.

This year, The New Now turned to graphic design, proposing the creation of a poster on the theme of water and movement. The projects received form the body of this publication.

The New Now is now a tradition that welcomes ideas from a wide audience of amateurs and professionals on a given theme and a sector dear to Switzerland. The principle behind the process is simple: democratisation, expert jury and professional project management.

The New Now Water & Movement has received a variety of proposals, offering a glimpse of what it means to create on any scale for the public. More than a competition, each edition of The New Now is an opportunity to explore what constitutes the imagination and aspirations of a given community.

_Flux Laboratory Athens

EDITORIAL



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The present catalogue showcases 49 works by 29 authors who participated in this year's second edition of The New Now, realized by the Swiss Embassy in Greece together with Flux Laboratory in Athens, and dedicated to graphic design approaches to "Water and Movement". The New Now is a competitive project aimed at initiating new connections between Greece and Switzerland around a given theme. Water and Movement was proposed for this year as it seemed attractive and inspiring from both a Greek and a Swiss perspective. Both our countries are blessed with an abundance of it, be it salty or fresh.

And we have not been wrong, as you can see for yourselves: The diversity and creativity of the works is stunning. This year again there was an expert jury to identify one winning submission: "Liquid Hush" by Panos Tsinikas from Volos received the most votes. He can expect a bespoke experience in Switzerland tailored to his profile and his interests. I would like to congratulate him wholeheartedly! There can only be one winner, but all submissions are remarkable and a lot of creativity and thought has gone into them. This is why we decided to present them all together in this catalogue.

I would like to thank all the participants, Flux Laboratory Athens, and its Founder Cynthia Odier as the driving force, and all the jury members for their time and dedication. I sincerely hope for another edition of The New Now in 2023.

Stefan Estermann

Ambassador of Switzerland to Greece

Members of the Jury



Demetrios Fakinos

Director European Design Awards



Alexis Georgacoulos

Director of the ECAL–Ecole cantonale d'art de Lausanne (University of Art and Design Lausanne)



Jean-Pierre Greff

Director HEAD-Geneva



Katerina Papanagiotou

Founder/Creative Director MNP design
Greek Design Awards agency of the year



Harry Parianos

CEO McCann Worldgroup Greece



Cédric Rossel

We Play Design
- European Design Agency of the year 2022



Sophie Rubin

We Play Design
- European Design Agency of the year 2022



Eva Stefani

Visual Artist, Documentary Director

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IOANNIS KALLIGAS

Category: Poster

Concept of the project submitted:

The idea of “Odysseas” that is depicted in this graphic design artwork came out from this mythological character that passed so many difficulties in order to return to his homeland. We can parallel this journey as the journey we do through space and time, as the thoughts we have, in order to accomplish our goals.

Short Bio:

My name is Ioannis Kalligas and I was born in Athens in 1979. I have studied Computer Science in UK and is my major profession of living, working towards Front-End Developer. I like fine arts (I paint), writing (I have published a poetry collection in 2017), and I like to use digital media for doing art. I also like music, theatre and sports.

1 Odysseas



YANNIS KARPOUZIS

Category: Poster and photographic project

Concept of the project submitted:

"No one knows how you look like" said someone because the moon had frozen for good and the gears never stopped turning backwards In the port the residents stay in their houses locked away, the sun itself was lost in a deadly cloud wind and rain are silently soaking the bodies in salt but the residents of Esbjerg do not move they spend their hours by the windows looking at the cargo ships that arrive at the docks. Of course in the port there are other things as well generators, electrical wiring, concrete chimneys there are others from day break in the refineries with hands burnt by rust others that steer the ships into the port others in the containers, in the motor rooms everyone asks for a pitcher of beer and they whisper a wish never to go out of their houses again By the end of the day the port remains a place of myths.

Short Bio:

Yannis Karpouzis is an Athens-based artist working with photography, filmmaking and text. He is also a PhD candidate (Ionian University, Royal Danish Academy) in the disciplines of Photography Theory and Aesthetics. He has been awarded the Newcomer filmmaker award by the Greek Film Center in 22nd Thessaloniki film festival for the essay film, "Nikos Karouzos: Poems on the Tape Recorder" among other festival awards. His poetry book "Paper Time Has Run Out", has been shortlisted for Greek state's youth literature award and has received the youth award by "Anagnostis" magazine. His long-term photographic project "Parallel Crisis" has received the Descubrimientos prize in PhotoEspana 2015 and the Portfolio Review Prize in Athens Photo Festival 2016. His projects explore areas associated with social imbalance, political history and media aesthetics.

2

Paradise without the keys

PARADISE WITHOUT THE KEYS



PRODROMOS MANOU

Category: Poster

Concept of the project submitted:

INSPIRATION: SALVADOR DALI - In 1941, American photographer Philippe Halsman met the surrealist artist Salvador Dalí in New York City and they began to collaborate in the late 1940s. The 1948 work Dali Atomicus explores the idea of suspension, depicting three cats flying, water thrown from a bucket, an easel, a footstool and Salvador Dalí all seemingly suspended in mid-air. The title of the photograph is a reference to Dalí's work Leda Atomica (at that which can be seen in the right of the photograph behind the two cats.)

Short Bio:

Prodromos Manou was born in Piraeus. He studied graphic design at the Technological Educational Institute of Athens and attended engraving and hagiography seminars with teachers such as V. Charos, G. Gourzi, A. Komianou, V. Tsalamata and G. Kordis. As a graphic designer, he started his career with Polygram by designing covers, posters and discs, printed and electronic communications applications. He holds an MA from the University of West Attica focusing on smart packaging marketing. For the past 20 years, he has curated two art museums (Maroussi Folk Museum and 13th Special Operations Command Museum) and illustrated private churches in Euboea and portable icons. At the same time, he paints, sometimes for him, sometimes for others, publications or walls of houses, wooden fayum portraits, pebbles and children's furniture and every summer he carves wooden walking sticks enriching his vast collection of awards. His poetry book "Paper Time Has Run Out", has been shortlisted for Greek state's youth literature award and has received the youth award by "Anagnostis" magazine. His long-term photographic project "Parallel Crisis" has received the Descubrimientos prize in PhotoEspana 2015 and the Portfolio Review Prize in Athens Photo Festival 2016. His projects explore areas associated with social imbalance, political history and media aesthetics.

3

Water behind the cats



water
move
ment

NEFELI DRANDAKI

Category: Poster

Concept of the project submitted:
Movement on the water

Short Bio:

Hello, I have studied medical technology and have MSc degree in biomedical imaging from UK. I worked for four years in Santorini at a hospital but now i live in Athens and I am between jobs.



the **new now**

water & movement

Nefeli Drandaki 2022



PANAGIOTIS PAGONIS

Category: Poster

Concept of the project submitted:

“Reborn” is a project that shows the hope to transfer from a lifeless environment to New Era.

Short Bio:

Hello, I am Panagiotis Pagonis. I am a graduate student in Graphic Design department of West Attica University. I work as freelancer the last two years and I'm lucky enough to work with some creative projects. I love minimalism and geometry. The software I most often use is Adobe Photoshop, Adobe Illustrator and Adobe Xd. My portfolio is online on Behance: <https://www.behance.net/missiledesign> and on my website <https://design.missile.gr/>.

5a Reborn

WATER & MOVEMENT

THE NEW NOW

PHOTOGRAPHY BY



PANAGIOTIS PAGONIS

Category: Poster

Concept of the project submitted:

“In progress” is a project that reminds us the value of being active.

Short Bio:

Hello, I am Panagiotis Pagonis. I am a graduate student in Graphic Design department of West Attica University. I work as freelancer the last two years and I'm lucky enough to work with some creative projects. I love minimalism and geometry. The software I most often use is Adobe Photoshop, Adobe Illustrator and Adobe Xd. My portfolio is online on Behance: <https://www.behance.net/missiledesign> and on my website <https://design.missile.gr/>.

5b

In progress



THE NEW NOW
**WATER &
MOVEMENT**

PANABIOTIS PARDONIS

PANAGIOTIS PAGONIS

Category: Poster

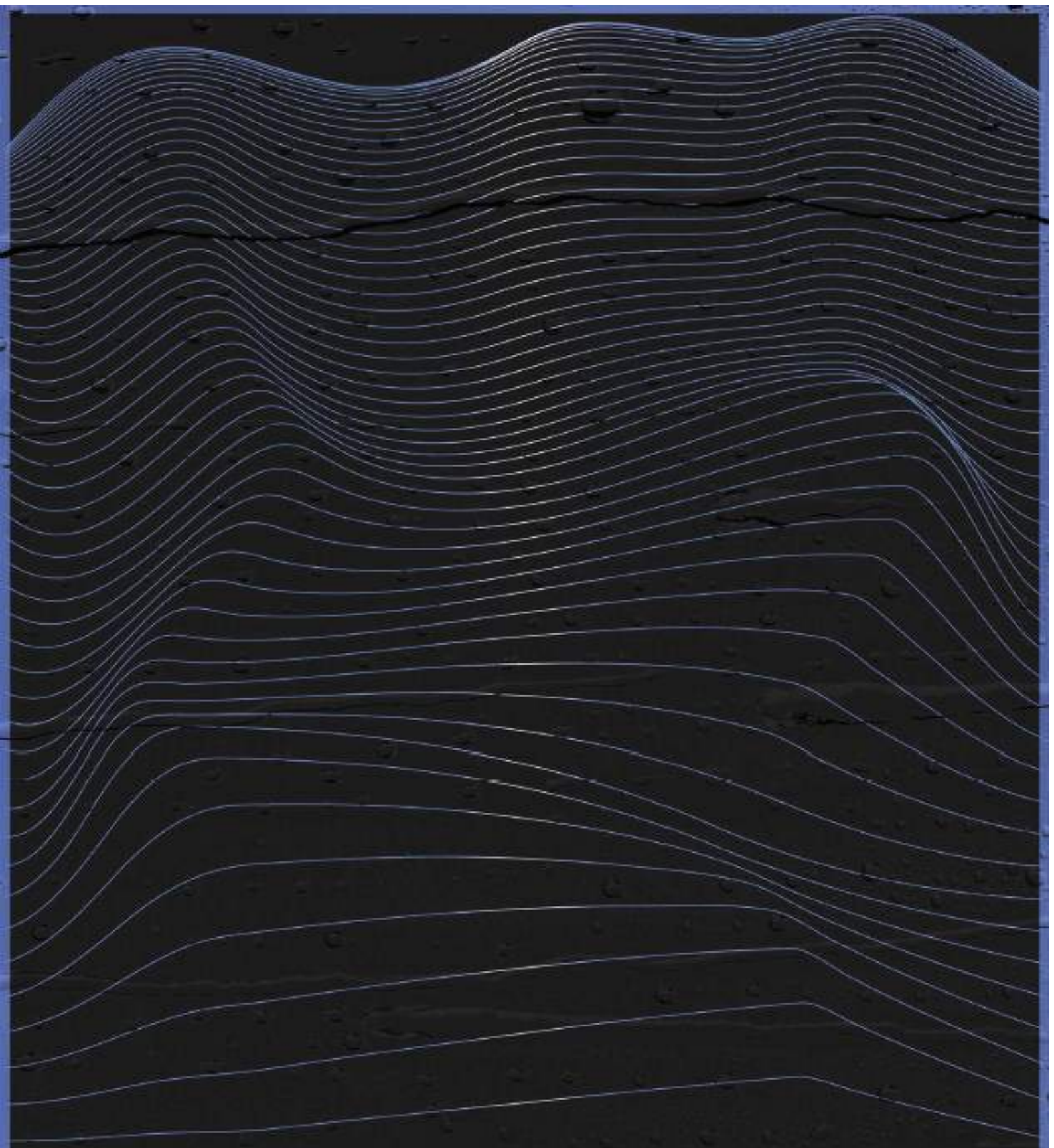
Concept of the project submitted:

“Compression” is a project that make the viewer to understand the varieties of pressure come along with every step. Of course, the next step is always a relief.

Short Bio:

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5C Compression



WATER & MOVEMENT

THE NEW NOW

IOANNIS NOVAS

Category: Animated poster

Concept of the project submitted:

Recycling of past art project Art using simple means (that was made with cell phone) Everyday simple life is not always happy. Drinking water helps anyway. Cannot forget that woman

Short Bio:

Mining Engineer 20 years' experience in Large Construction Projects 6 posters for conferences of TEE (Technical Chamber of Greece).



Mood of the day



MARCEL BREUER D40 Cantilever Armchair

PANOS TSINIKAS

Winner

Category: Poster

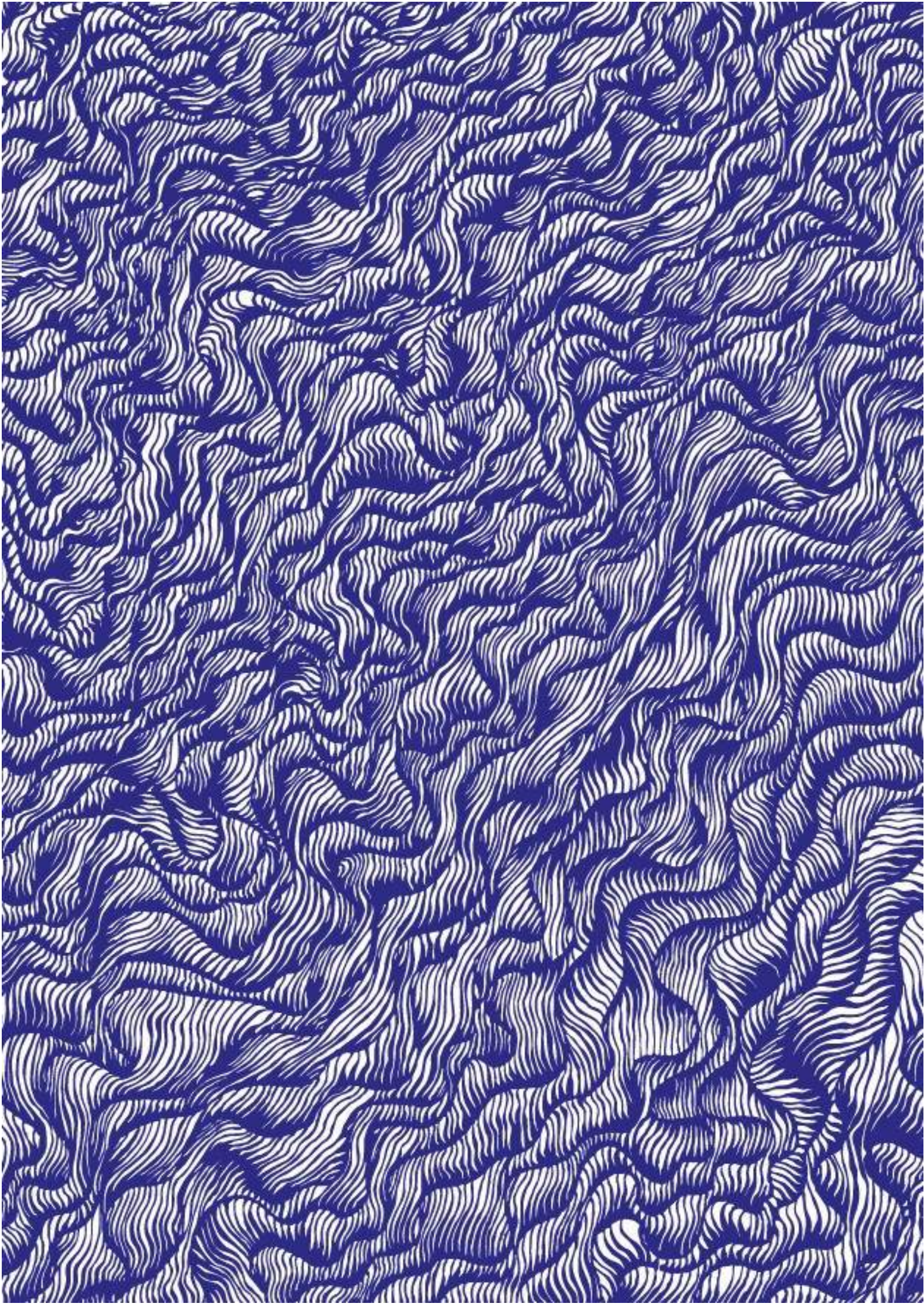
Concept of the project submitted:

Liquid Hush is a state in which the observer-receiver finds himself when facing the specific works. The name came from the analysis of the design, as, inside each design, there are fluid lines that curve in random patterns like the movement of water, and as a whole, and they create a feeling of calm and silence, where they engage the viewer in a communication with the work. Each work is a psychographic - psychedelic depiction of a concept or emotion that I feel strongly about and that concerns me at this particular period of my life. The psychographies of André Breton and André Masson are my sources of inspiration, while I combine Stanislav Grof's theories about how psychedelia in art can make a person explore their states of mind without drugs. Reactions to each poster vary from person to person. The designs are done by hand and later they are digitized on vector form.

Short Bio:

I was born in the city of Volos in September 2000. I am currently in my 22nd year while studying in the Department of Graphic Design and Visual Communication at PA.DA. From a very young age, I encountered art and creative projects, while I am very involved in drawing, painting and amateur with the electric bass. I am quite artistic and am constantly expanding my artistic education by reading, observing and working. Curiosity and experimentation are my main characteristics, as I always want to constantly try something new with my work. My inclinations and the topics I deal with have to do with emotions, psychology and in general with the inner world of each person.

7a Liquid hush



PANOS TSINIKAS

Category: Poster

Concept of the project submitted:

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7b

Liquid hush



PANOS TSINIKAS

Category: Poster

Concept of the project submitted:

Liquid Hush is a state in which the observer-receiver finds himself when facing the specific works. The name came from the analysis of the design, as, inside each design, there are fluid lines that curve in random patterns like the movement of water, and as a whole, and they create a feeling of calm and silence, where they engage the viewer in a communication with the work. Each work is a psychographic - psychedelic depiction of a concept or emotion that I feel strongly about and that concerns me at this particular period of my life. The psychographies of André Breton and André Masson are my sources of inspiration, while I combine Stanislav Grof's theories about how psychedelia in art can make a person explore their states of mind without drugs. Reactions to each poster vary from person to person. The designs are done by hand and later they are digitized on vector form.

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7C Liquid hush



FRANCESCO AMIGHETTI

Category: Poster

Concept of the project submitted:

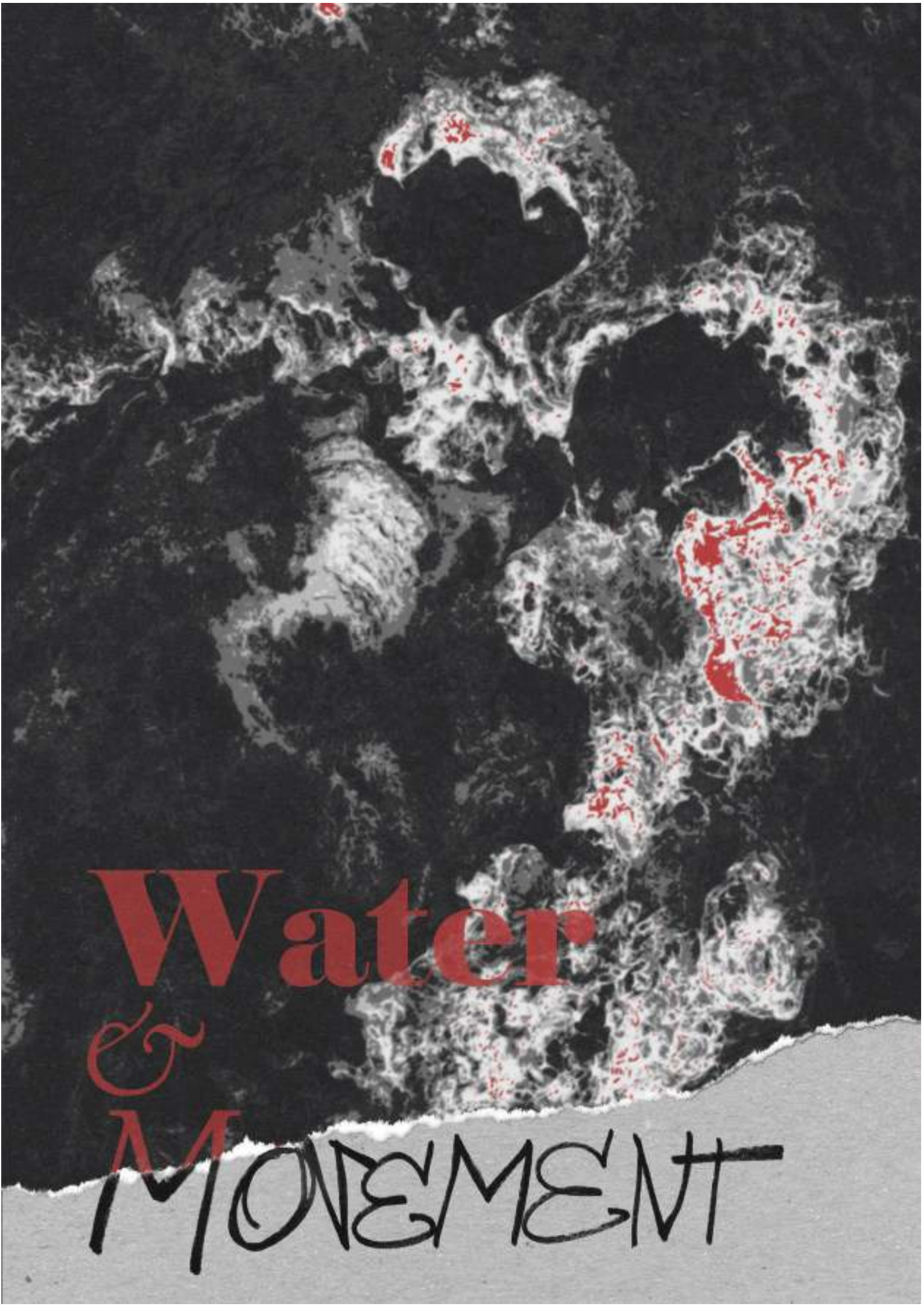
An exploration of Greece, of the artist's mind, and of its artwork. For the ancient Greeks, the element of water was never associated with the color blue. Homer and many other ancient poets wrote about black, purple, and dark red waves. In their imagination, blue did not exist yet. Moving forward to today, the poster is torn up by a violent anonymous act, bringing us back to the culturally active and often conflictual realities of modern Greece. As of today, the work of art is subject to water like movement. From the mind of the artist to real matter and from the private space to the public reaction. Agitated waters forewarn us of an eruption of unconscious and mythological forces that inhabit the mind of the artist, constantly in search of a way out. However, once the opera is born, it must be contextualized and provided with meaning by the movement of the audience to become truly real.

Short Bio:

Francesco, Italian, is working in Athens for the non-profit world. In his free time, he explores the intersection between the unconscious, the arts, and the role of symbols in real life.



Looking above the cliff



Water

&

M

MOVEMENT

EVANGELOS KYRIAKOS

Category: Poster

Concept of the project submitted:

Water moves and gives shape to the land. Make people move to reach the ultimate gift, the Life. In a fragile environment, the movement towards the water is an act of regeneration.

Short Bio:

Evangelos Kyriakos is a jewelry designer. He has studied graphic design and jewelry design and making in Athens. He continued his studies on jewelry in Italy. At the same time with the occasion of jewelry, he has experimented with the image in a broader context. He considers that the creative procedure is not liable to any predetermined rules & norms. Each time someone can invent any way to serve the idea. He has presented his jewels in exhibitions in Greece and abroad, which include "A Jewelry made in Greece" (Museum of Art and Design, New York), "Chemcraft" (gallery Espacio, London), "The Essentiality of the Form" (Palakiss center, Vicenza), "Biennale of Arts" (Santorini), "Cross the line» (Genesis gallery, Athens), and the solo show "The Constellation of the Face" (Marnery gallery, Athens). Now he works for VOGUE Greece as a digital retoucher.



W&M



LINA KARINA

Category: Poster

Concept of the project submitted:

The concept concerns the movement of water as well as the movement of things and subjects on and within it and how these are parallelized and transformed by taking the place of the other during the process of movement.

Short Bio:

I absolutely love working with Photoshop, Illustrator and InDesign.

10

Change in the water

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Water and movement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

AGLAIA ATHANASIOU

Category: Poster

Concept of the project submitted:

Three posters of three water movements of different scale. The wave, Japanese tsunami, vast and dangerous.

Short Bio:

I am a 20-year-old architecture student, currently based in Athens. I just have started to discover the world of graphic design and the strong visuals that can arise from the combination of ideas and technical skills. I considered this contest as a challenge, as well as an opportunity to further develop and practice my illustrative abilities.

11 a

Water movements of
different scale:
The Wave

WATER AND MOVEMENT

20
22

津波



AGLAIA ATHANASIOU

Category: Poster

Concept of the project submitted:

Three posters of three water movements of different scale. The bubbles, a kind of childish, joyful water game.

Short Bio:

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11b

Water movements of
different scale:
The Bubbles



WATER & MOVEMENT

AGLAIA ATHANASIOU

Category: Poster

Concept of the project submitted:

Three posters of three water movements of different scale. The drop, movement caused by the slightest disturbance of the water surface.

Short Bio:

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11C

Water movements of
different scale:
The Drop

+ WATER & MOVEMENT

2022

水滴



IOANNA SIORI

Category: Poster

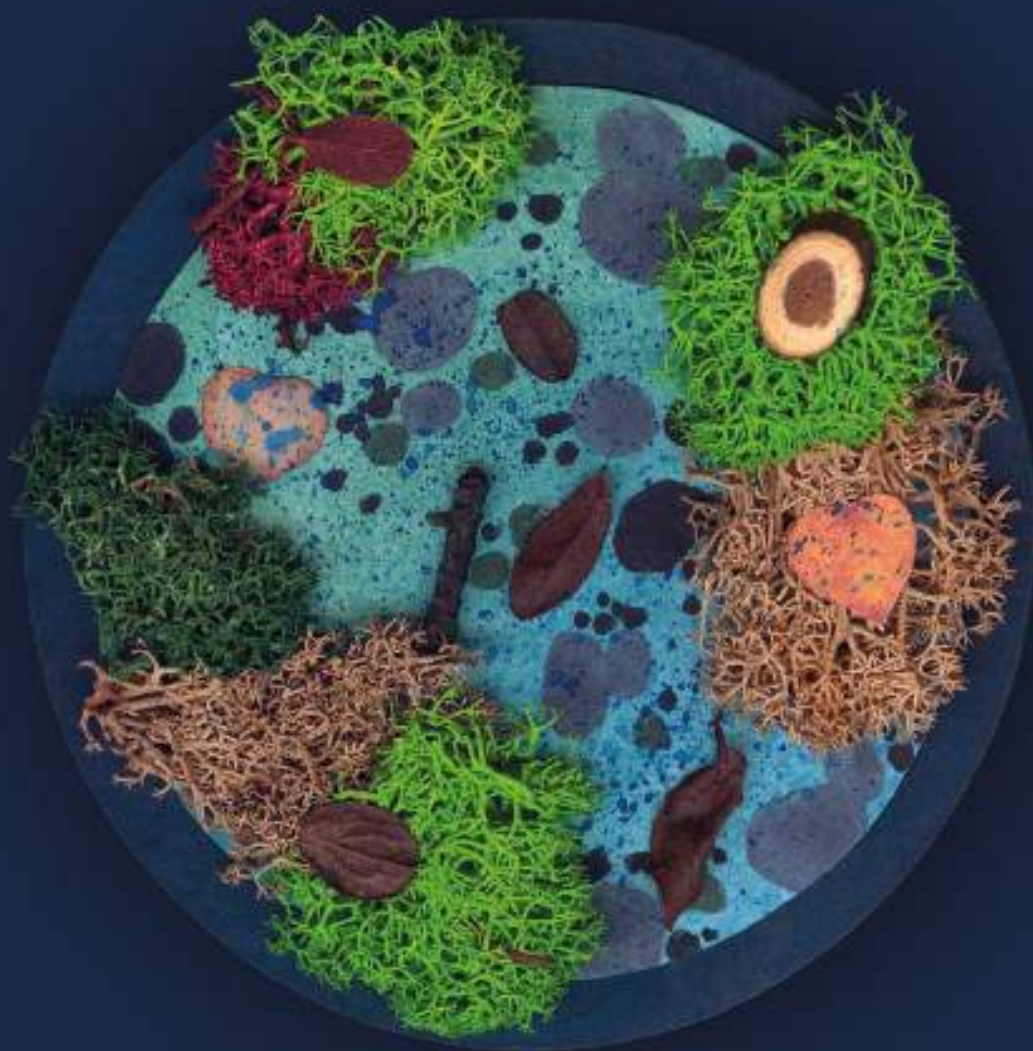
Concept of the project submitted:

All life depends on water. It is the element of nature with a wide range of sources for inspiration. When we think of the word «water» many things come to our mind such as the sea, lakes, rivers, drinkable water, bathing water, the ice in the poles, rain, Poseidon, a swimming pool, reflections, catharsis and many more. My project is inspired mostly by the impact climate change has on the environment and all life on earth.

Short Bio:

I was born (in 1983) and raised in Athens, Greece. I am a visual artist / graphic designer. I have a Bachelors of Arts in Graphic Design from the Empire State College, State University of New York, USA. I attended MFA courses in UK and I lived and worked there for almost seven years. I participated in international competitions and art exhibitions and got academic distinctions for my artwork. I have taken design projects in free press magazine, in the film industry and for academic purposes. I am also interested in painting, photography, studies on different techniques (mixed media) and handmade creations. I am currently attending History of Art seminars and working on a variety of personal projects. You can see samples of my work and more info about me on my online portfolio www.joannasiori.wix.com/joannasiori

12a Water is life



water is life

IOANNA SIORI

Category: Poster

Concept of the project submitted:

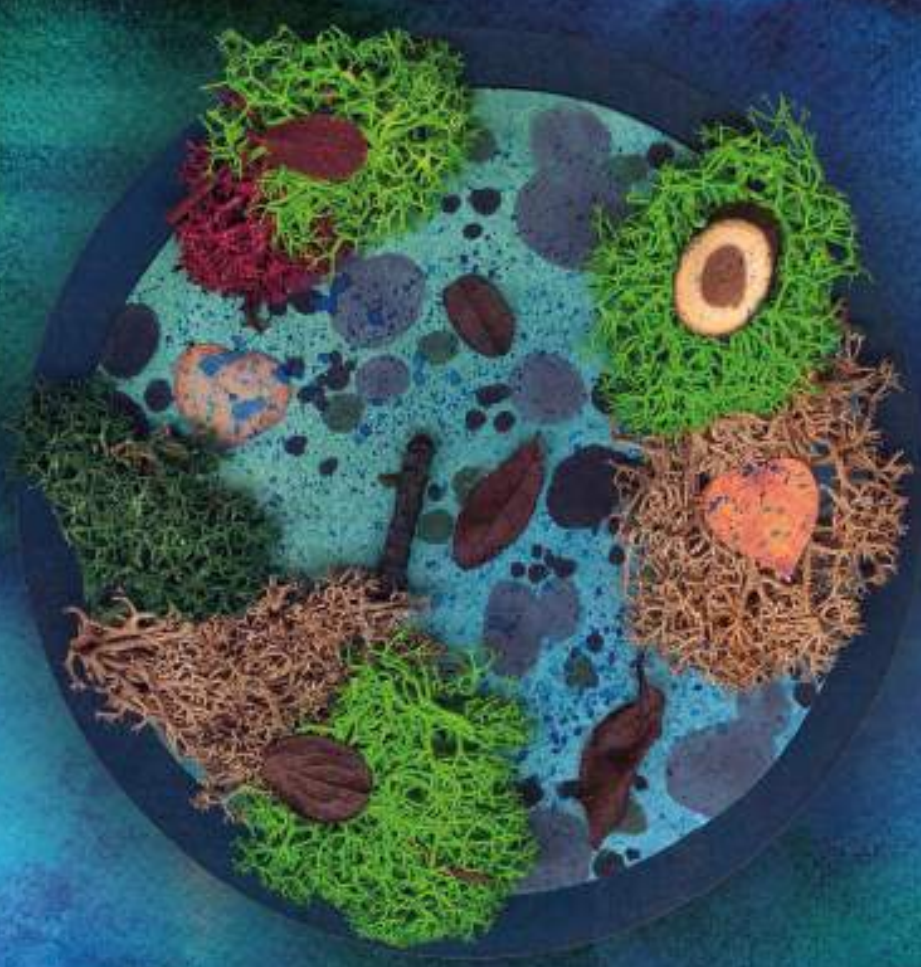
All life depends on water. It is the element of nature with a wide range of sources for inspiration. When we think of the word «water» many things come to our mind such as the sea, lakes, rivers, drinkable water, bathing water, the ice in the poles, rain, Poseidon, a swimming pool, reflections, catharsis and many more. My project is inspired mostly by the impact climate change has on the environment and all life on earth.

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12b

Water is life 2



water is life

MAROULA THEOFILOU

Category: Poster

Concept of the project submitted:

A wave at its peak forms part of the infinity / «apeiron» curve as it seemingly sits still, before collapsing back into the sea and continuing the water's never ending movement. All shades of blue and green reflect upon it and force it to run faster as if to catch all hues.

Short Bio:

Born in 1977. Studied BA (Hons) in Animation and Illustration at Southampton Institute in the U.K. Worked as a graphic designer and illustrator in various design agencies and companies, until forming my own company in 2006, now called «LET.US CREATE». Love to work on Packaging Projects. Most well known is the «Le petit déjeuner» cereal and bars, with more than 32 different products. Earned two design awards at a young age. Winner of the 2019 Absolut Vodka poster design competition.

13 Wave in time



DIMITRA VOUTSI

Category: Poster

Concept of the project submitted:

This poster includes depictions of all forms of water (clouds-gas, ice-solid and liquid) and people interacting with it through a wide range of water sports: a few of the most fun activities people can immerse themselves in.

Short Bio:

Dimitra Voutsi went to high school in a small city in the south of Greece and just graduated with a Bachelor of Arts in Architecture, from the Canterbury School of Architecture.

14a

H₂O: a ruthless
substance



H_2O [chemical compound]:

The ruthless substance to be submerged in and surrounded with for endless fun.

DIMITRA VOUTSI

Category: Poster

Concept of the project submitted:

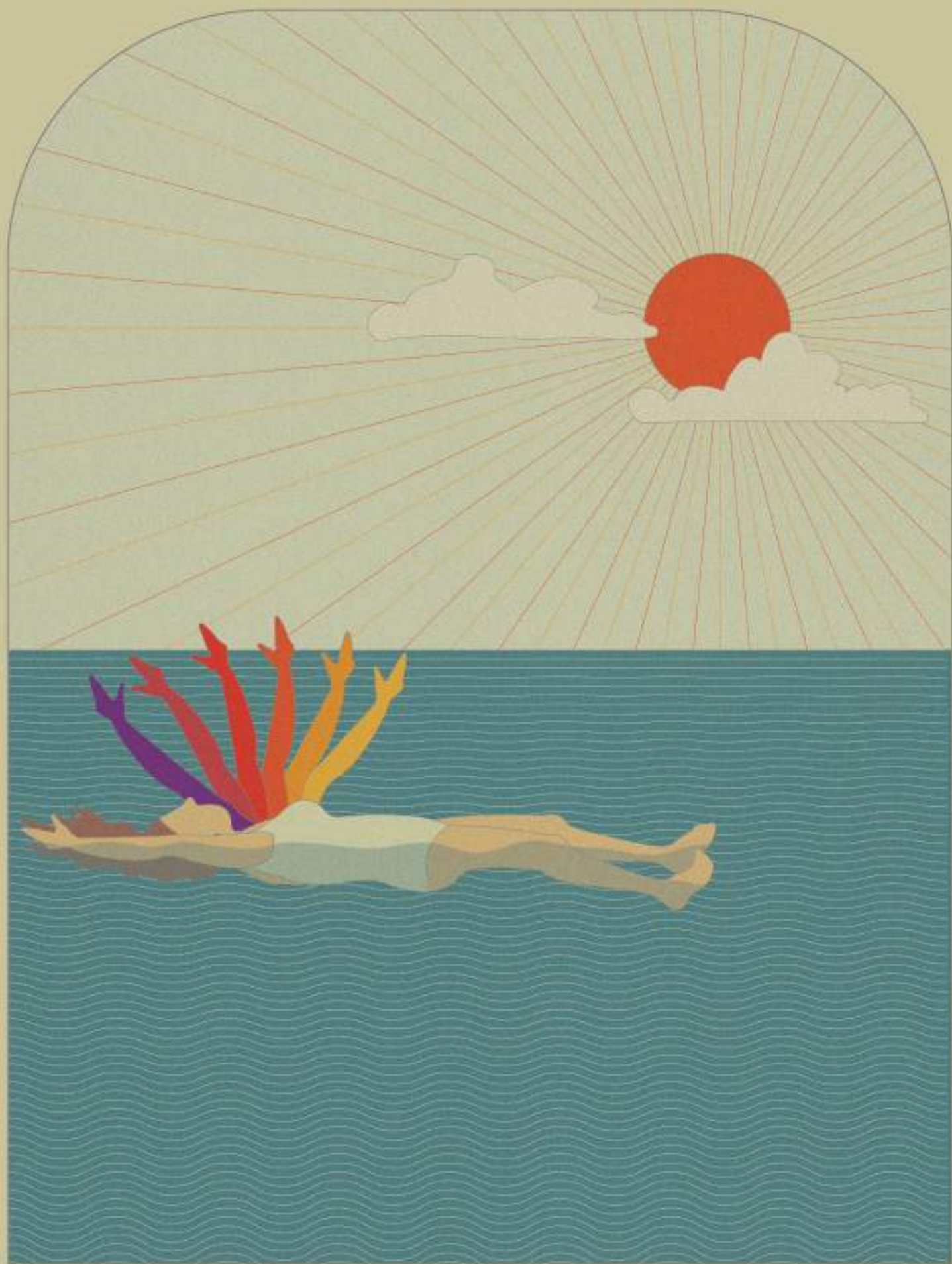
This poster depicts the bliss one feels on a sunny day. The movement of the girl's arm as it gets out of the water to dive back in is colored with the consecutive colors of a sunset, as this circular motions (of arms swimming, earth spinning and making circles around the un) bring harmony into the world.

Short Bio:

Dimitra Voutsi went to high school in a small city in the south of Greece and just graduated with a Bachelor of Arts in Architecture, from the Canterbury School of Architecture.

14b

Swimming under the Sun



SWIMMING* UNDER THE SUN

*PADDLING IN THE LIQUID FORM OF BLISS CALLED SEA

FOTINI MASIKA

Category: Poster

Concept of the project submitted:

Letters when looked at individually are mere symbols themselves, but when arranged into words and become a text, they bring along an enormous potentiality; that is the engagement of the reader. In a world overwhelming with images, one cannot possibly assimilate, the aim of the designer is this momentarily pause that will allow the viewer to become a reader. From a piece of paper of strict, linear format and of printed words confined in a given space comes then the paradox of motion. Words once printed are fixed but they are certainly not static, they vibrate into one's mind, flow within, shake things up and come out anew. The mind vibrates while reading; the whole body&mind vibrates constantly attuned with the universe in a state of flux. Just like water.

Short Bio:

Fotini Masika is a graphic designer based in Athens, Greece. She is also practicing photography and creative writing

15

Typographic Poster

contemplation

water

water

a life force

falling from the sky

flowing in the river

roaring in the sea

idling in the pond

evaporating

and once upon the cloud

condensating so as to

fall flow roar idle evaporate

condensate again

ceaseless

ever

life itself

in perpetual movement

& movement

VASSILIKI KOUKOU

Category: Poster

Concept of the project submitted:

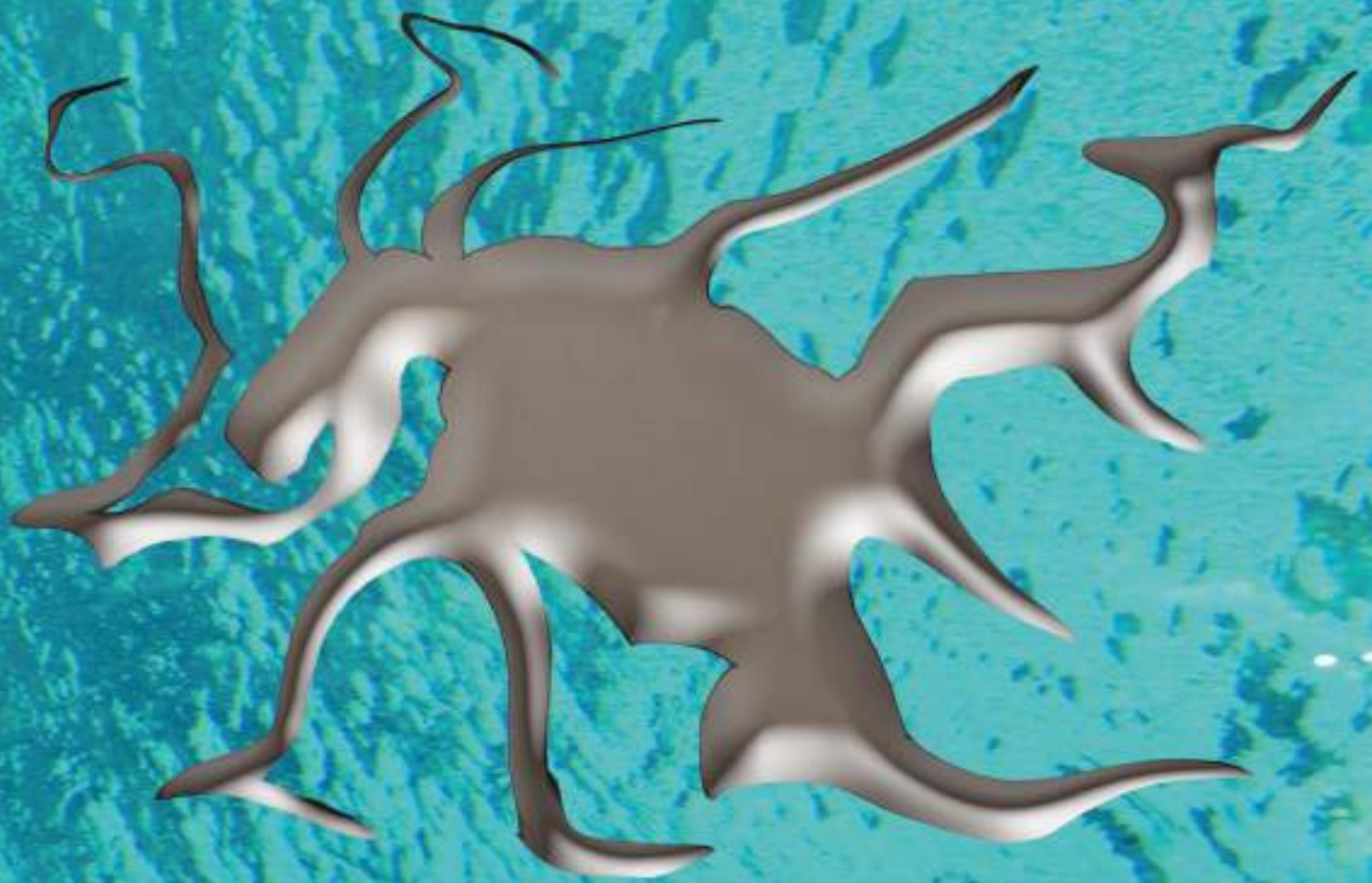
How sometimes we can be seemingly inactive, but in our minds, we travel to mythical worlds. The explorer's instinct awakens within us, but our body is so static that it marginally melts and in the end, you become inactive. The nostalgia of a hidden city deep in the sea waters, where only dreamers can see it through the water movement. Nysa is a mythical city, hidden in the sea, where only dreamers can see it. In Greek mythology, Nysa was located in East and was a place where the nymphs of the rain, the Hyades, raised the god Dionysus, the «Zeus of Nyssa». From the origins of human life, water was a holy and precious element of our planet's existence. Human beings are formed and make their first body movements in a liquid environment in the womb of their mother. A formless creature, maybe our self-reflected in the ocean, searching for itself.

Short Bio:

Vassiliki Koukou graduated from Athens School of Fine Arts (BA & Integrated Master, Painting). In 2019 she won the Rosa Luxemburg Foundation Awards in Greece and Berlin and in 2020 the second award of "GreTaste: The taste of Greece" from B&M Theocharakis Foundation for the Fine Arts and Music. In 2017, she was a performer for Documenta14 and in 2020, she curated and performed "A Metamorphosis?" for Performance Rooms Kappatos gallery, at the St. George Lycabettus Hotel. She has been part of numerous group exhibitions like "Open-Ended" (Zoumboulakis Gallery) in 2022, "Vulcan of Santorini Project" (Zoumboulakis Gallery) in 2021, "Learn To Swim» (Zoumboulakis Gallery) in 2021, "Art on Boards | The Skate Project" (Zoumboulakis Gallery) in 2021, "The Empty Gallery" (Shrine Gallery, New York) in 2021, "Counting Approximately 1,5M", (Antonopoulou art gallery) in 2020, at Megaro Maximou in 2019 and 2020, "Rosa's New Clothes" (Ikastikos Kiklos DL) in 2019 and other.

16

Aquatic Arcane of Nysa



ANASTASIA ZENTEFI

Category: Poster

Concept of the project submitted:

Concept is protein and water. From biology aspect, it interacts with water and takes an amazing shape, as I tried to show in my designs. The most interesting part for me is studying and learning why this shape is formed. I understood that protein is formed as a hydrophobic and hydrophilic at the same time. And again, I tried to design these parts. So, there is water and of course there is movement.

Short Bio:

:I hate, that I need you: :I hate, that I can't live without you: :I need to hate you or else I will be full of pleasure and I'm not made for that: Life is balance. In life, nothing is good or bad, it just exists. Maybe we should accept our nature, the incidents and just live hating them or at least try. There is a «thing» in this world you cannot live without but some part of you hates it at the same time. As a not biologist I did some research and I found this «thing». Water. You cannot live without it but proteins inside of your little cells have some parts that are hydrophobic. Continuing with my research I reached the point where I found (hope not mistaken) water is the key factor of creating the protein surface and the hydrophobic part with movements and interactions, making the protein looks like a colorful ribbon. What should you do? Die without it? Or live, hating it?

17a

Protein & Water

{water avoiding//}

ding//



{water avo

{water avoiding//}

ANASTASIA ZENTEFI

Category: Poster

Concept of the project submitted:

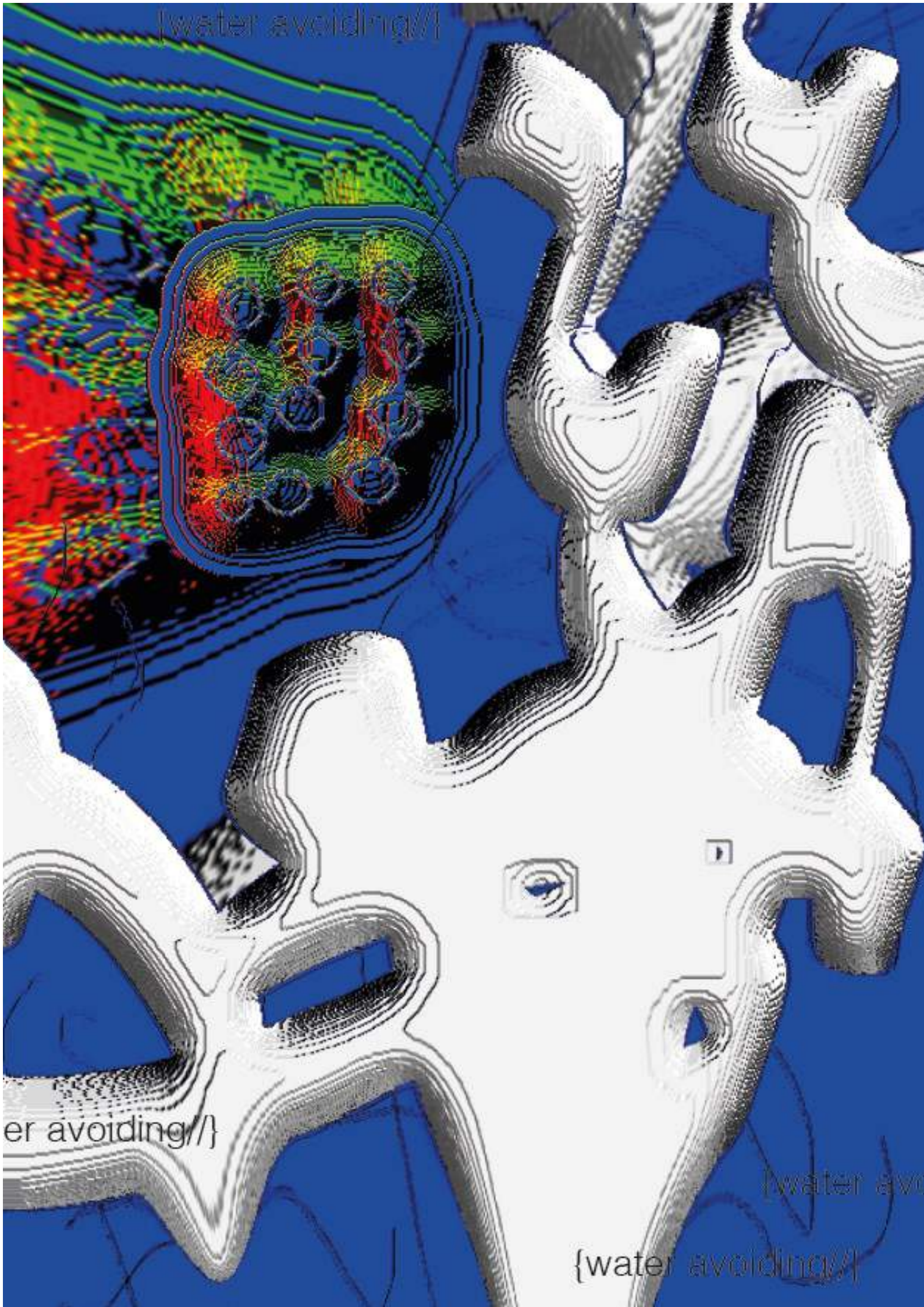
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Short Bio:

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17b

Protein & Water



{water avoiding/}

er avoiding/}

{water avoiding/}

{water avo

ANASTASIA ZENTEFI

Category: Poster

Concept of the project submitted:

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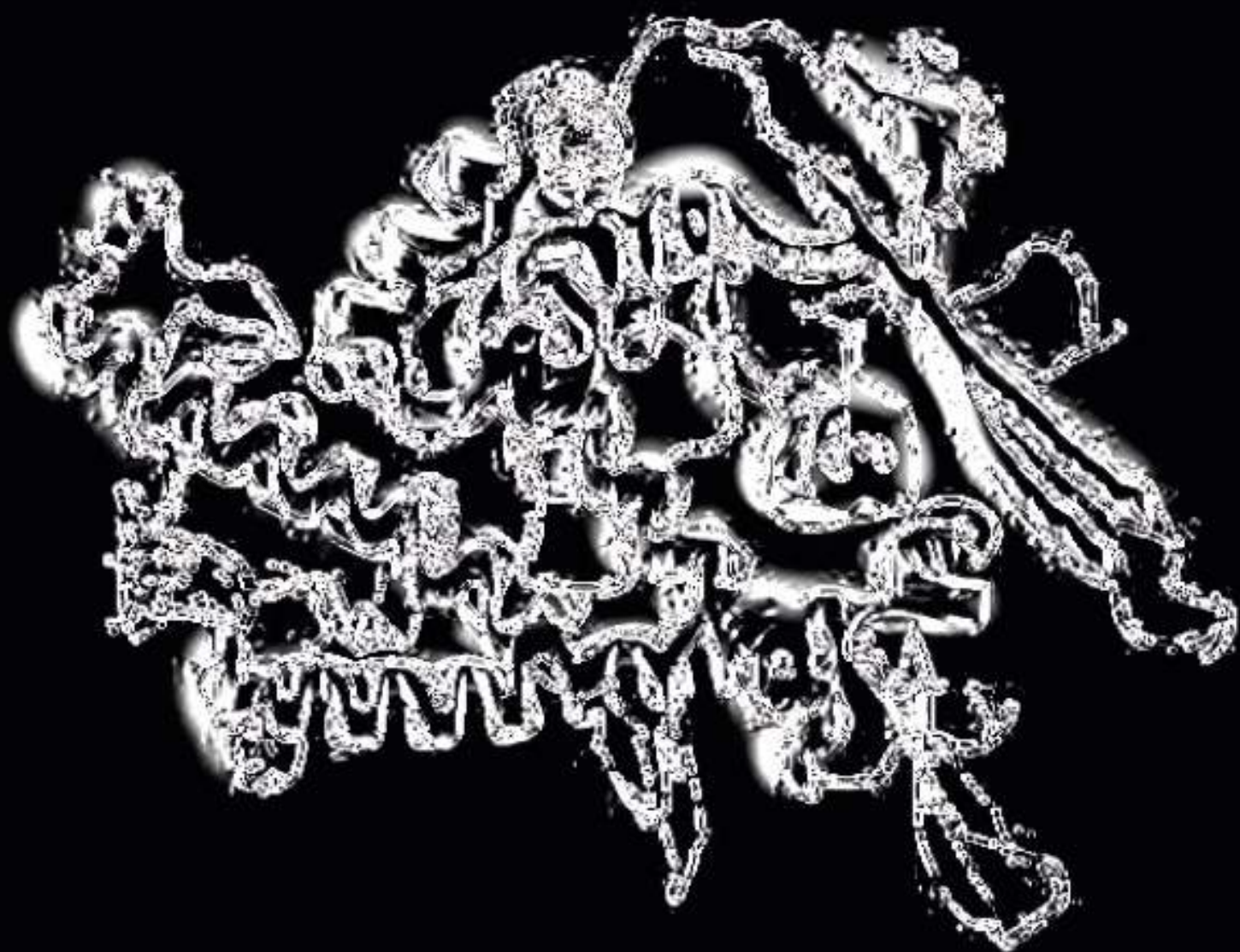
Short Bio:

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17C Protein & Water

{water avoiding//}

oiding//}



{water avo

{water avoiding//}

THEODORA PANAGIOTOPOULOU

Category: Poster

Concept of the project submitted:

Currents- Ποές – finding alternate paths to places where you can breathe. The poster is a map of sea currents that are places, where you can exist in complete form. Replacing what already exists, as a dead end with new paths of life is a way of healing your soul. The procedure of changing the previous paths involves a lot of pain, but pain is then replaced by harmony and balance. The artwork is based on the method of trauma therapy.

Short Bio:

I am a visual artist based in Athens, Greece. I have studied Architecture in the National Technical University of Athens, and I am currently in my last year of studies in Athens School of Fine Arts. At the same time, I have been working as an illustrator and comic artist since 2015. My artistic practice involves painting with natural and digital media. I like to tell stories with psychosocial content, through paintings, illustrations, comic storytelling, and to create imaginary places, through shapes and space distortion. I try to express what is hidden behind what is visible, and what we usually avoid to approach. I also self-publish fanzines and my latest work "The hidden room" has been awarded with an EBGE Award 2022. You can see examples of my work in my website www.aniroart.com.

18a

Currents-ποές



CUppOENTS

finding alternate paths to places where you can breathe

THEODORA PANAGIOTOPOULOU

Category: Poster

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18b

Currents-ποές

An abstract, hand-drawn illustration in red and blue ink on a white background. The drawing depicts a human figure from the waist up, with intricate, swirling lines representing internal organs, possibly the respiratory or circulatory systems. The lines are dense and layered, creating a sense of depth and complexity. The overall style is expressive and somewhat chaotic, with a focus on organic, flowing forms.

CU ρροές ENTS

finding alternate paths to places where you can breathe

EVY ELEUTHERIADI



To the animation

Category: Animated Poster

Concept of the project submitted:

Having already created projects that emphasize on sustainability and health in the past, the first thing that came to my mind when I read the title of the contest was the irreplaceable value of water in our lives. Water is the largest natural resource but only 3% of it, is freshwater, of which just 1/3 is accessible for use. The rest is frozen in glaciers or hidden too deep underground. As the world warms, climate change can threaten ecosystems and environments that protect vital water resources. My goal was to focus on a few single drops of water falling and moving on a surface, to showcase how precious every one of them is for humanity, while asking the viewer the eternally unanswered question. Is there life after water? How can we replace water in the future in case of a possible shortage? The project was made entirely in adobe Photoshop and after effects.

Short Bio:

I was raised in a small Greek village, with more hens than residents! The secluded but picturesque environment made me use my imagination and creativity a lot and left me wondering what else is out there. At 18, I left home, as I was accepted by Athens school of fine arts, in order to become a visual artist. However, it was when I was a student at Université Paris 8, in the city of lights, via Erasmus, that I realized I want to learn more about the commercial part of visual arts. After finishing my bachelor's degree, I started my master in brand communication and also my career as a designer. I worked for the Ministry of culture and some online jewelry brands. At the moment, I work as a product designer, while improving my skills in digital and interactive design. I love designing and cannot wait to work on bigger projects in the future!

19a

Is there life after water?

The background of the entire page is a light blue color with numerous water droplets of various sizes scattered across it. The droplets are rendered with realistic highlights and shadows, giving them a three-dimensional appearance. The text is centered horizontally in the middle of the page.

IS THERE LIFE AFTER WATER?

the
**new
now**

EVY ELEUTHERIADI

Category: Poster

Concept of the project submitted:

Having already created projects that emphasize on sustainability and health in the past, the first thing that came to my mind when I read the title of the contest was the irreplaceable value of water in our lives. Water is the largest natural resource but only 3% of it, is freshwater, of which just 1/3 is accessible for use. The rest is frozen in glaciers or hidden too deep underground. As the world warms, climate change can threaten ecosystems and environments that protect vital water resources. My goal was to focus on a few single drops of water falling and moving on a surface, to showcase how precious every one of them is for humanity, while asking the viewer the eternally unanswered question. Is there life after water? How can we replace water in the future in case of a possible shortage? The project was made entirely in adobe Photoshop and after effects.

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19b

Is there life after water?



IS THERE LIFE AFTER WATER?

the
**new
now**

EVY ELEUTHERIADI



To the animation

Category: Animated Poster

Concept of the project submitted:

Imagine yourself on vacation. It is midsummer. You just woke up and can only hear the cicadas. It is a hot day and you are having your ice coffee by the swimming pool, at the beach hotel on a Greek island. The water moves in the most serene way inside the pool and the only thing that floats, is a vibrant red life ring. No one is inside the pool yet, everyone is still sleeping. An image you want to keep in your mind forever and be able to see it and re-live this experience every time you are stressed, or lost in your thoughts. You can stare at it forever. The project was made in adobe illustrator, Photoshop and after effects.

Short Bio:

I was raised in a small Greek village, with more hens than residents! The secluded but picturesque environment made me use my imagination and creativity a lot and left me wondering what else is out there. At 18, I left home, as I was accepted by Athens school of fine arts, in order to become a visual artist. However, it was when I was a student at Université Paris 8, in the city of lights, via Erasmus, that I realized I want to learn more about the commercial part of visual arts. After finishing my bachelor's degree, I started my master in brand communication and also my career as a designer. I worked for the Ministry of culture and some online jewelry brands. At the moment, I work as a product designer, while improving my skills in digital and interactive design. I love designing and cannot wait to work on bigger projects in the future!

19C

Still summer



**the
new
now** STILL SUMMER

LEONIDAS SIFALERAS

Category: Poster

Concept of the project submitted:
The human affects the whole.

Short Bio:

Hello, my name is Leonidas and I am junior graphic designer from Thessaloniki. I love my cat and ever since I can remember, I have been drawing and loving art.

20 The reflection is you

ME

WE

THE REFLECTION IS YOU

SOFIA ELEFTHERIADOU

Category: Poster

Concept of the project submitted:

What firstly came into my mind was something fun and positive. However, the waves are pretty but also intimidating sometimes, this is the reason of the girl that is drawn as transparent and could be interpreted in different ways. I used the open source software Krita.

Short Bio:

I am Sofia, 26 years old and I live in Thessaloniki, Greece. I work in the Information Technology industry, which is also, what I studied, but I like doing illustrations as a hobby. From design software, I have also worked with Photoshop and Illustrator.

21

Surfer Girl

Water & Movement



NIKOLETTA VASILEIOY

Category: Poster

Concept of the project submitted:

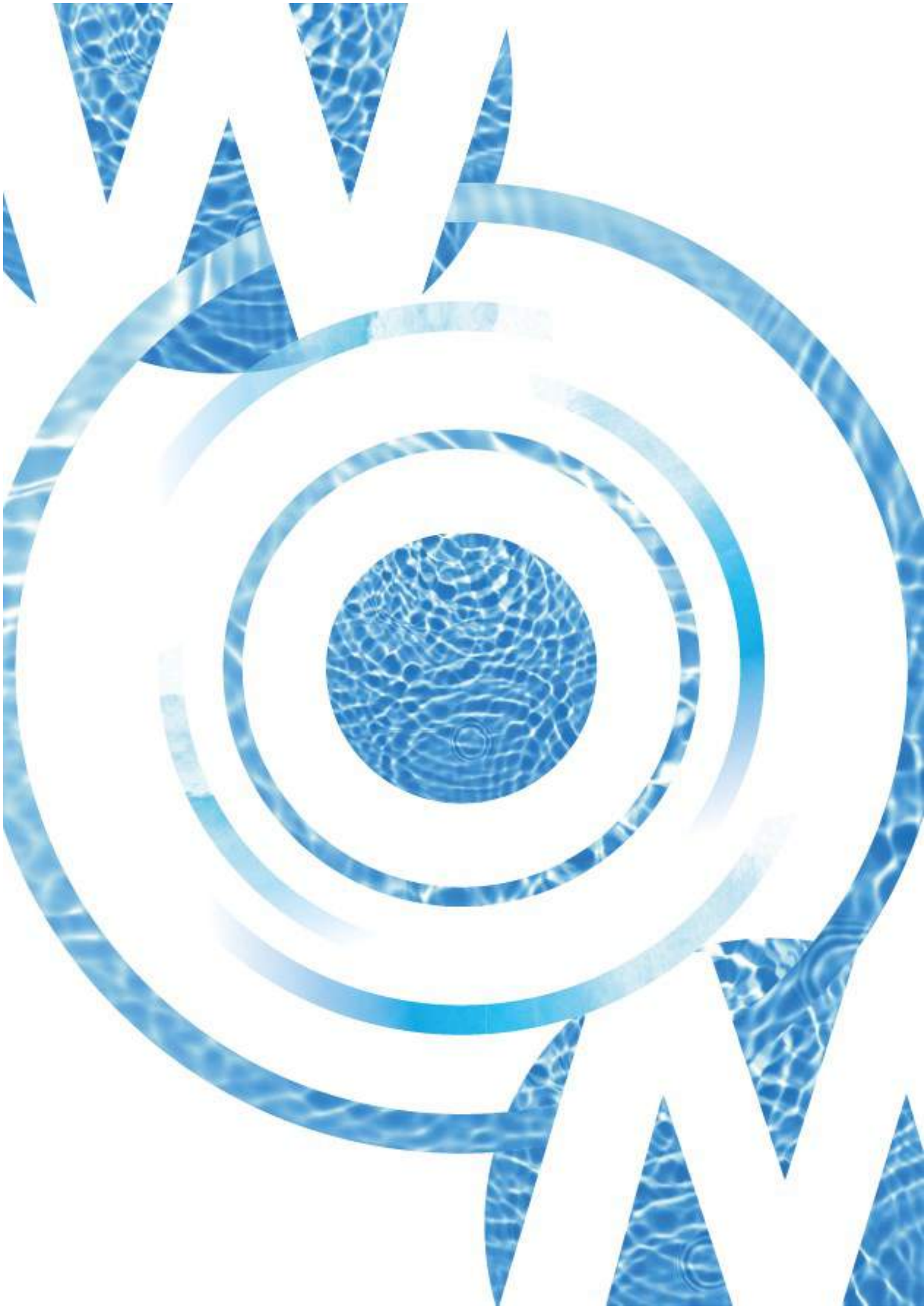
My idea was to combine this two words (water & movement) with their similar meaning, this of the change, the eternal procedure of moving. The circles of the water symbolize the motivation to change, to go further to a new condition. The concept of my posters is concentrated on letters that faded out or become smaller, in order to indicate this feeling of moving philosophically in somewhere or something else. These two words have a so closed relationship, the same power and the same perspective, so for this reason in my first and third poster I use the same size of letters to characterize their meaning and develop a dialogue between them.

Short Bio:

My name is Nikoletta Vasileiou. I am a graphic designer & illustrator. I am working in an English educational publishing company. I work with ceramics, jewelry and in decorating, packaging and other manual activities. During the last years, I have become interested in scenography and animation.

22a

The eternal procedure
of moving



NIKOLETTA VASILEIOY

Category: Poster

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22b

The eternal procedure
of moving

NIKOLETTA VASILEIOY

Category: Poster

Concept of the project submitted:

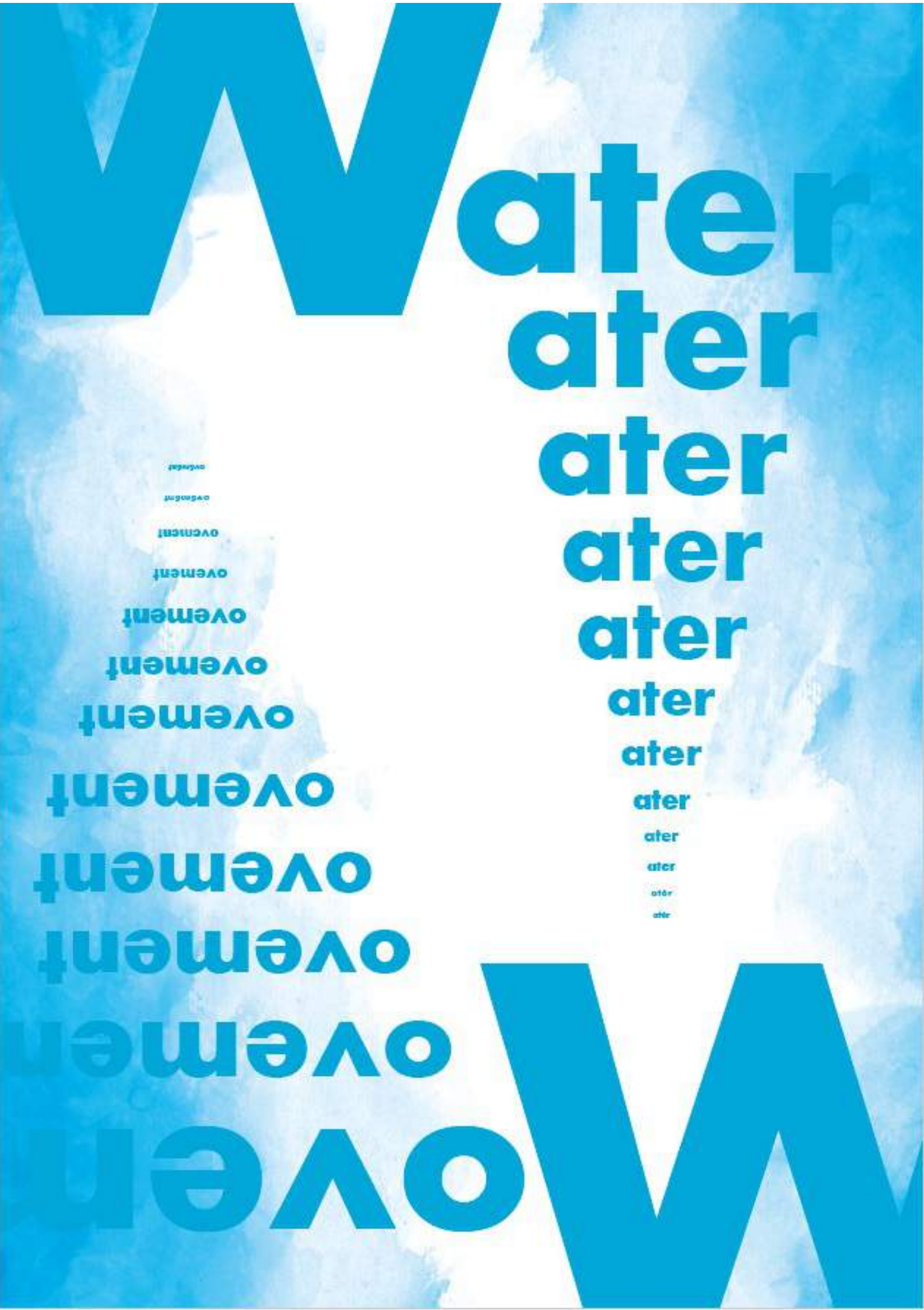
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22C

The eternal procedure
of moving



Water
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SOTIRIS PATRONIS

Category: Photographic poster

Concept of the project submitted:

Floisvos // Another proposed composition, inspired by a wave. This time the wave is calm and mute. Created by a boat out in the open sea. The antithesis of the two states of the water, still and standing, create a powerful image. The left deep blue part of the photo makes us visualise a vast calm velvet surface sea. I choose to isolate this specific part of the image, where the moving foam meets the calm surface and creates a magnificent effect. Core of my idea is a photo taken in the Ionian Sea in Greece in the first hours of the day. Sun is strong creating sparkling elements everywhere.

Short Bio:

I am Sotiris. Designer and self/father-taught photographer. I have a vivid passion for all things visual. Photography is the corner stone of the majority of my projects. The endless blue of the sea, people, nature, travels, sun and other summer elements of our beautiful world inspires me. Currently embarking on a creative and exploring journey composing series of photos to visualize powerful ideas.

23a Floisvos



SOTIRIS PATRONIS

Category: Photographic poster

Concept of the project submitted:

Golden Spray // Elements of water, moving waves, breaking waves that depict so vividly the alive nature of salty water. I try to isolate interesting parts of the image, so I can create a powerful synthesis for the poster.

Core of my idea is a photo taken in Lipsi Island in the Aegean Sea.

Short Bio:

I am Sotiris. Designer and self/father-taught photographer. I have a vivid passion for all things visual. Photography is the corner stone of the majority of my projects. The endless blue of the sea, people, nature, travels, sun and other summer elements of our beautiful world inspires me. Currently embarking on a creative and exploring journey composing series of photos to visualize powerful ideas.

23b

Golden foam



MARIA TOULOUPA

Category: Poster

Concept of the project submitted:

My poster «Liquid Cosmos» contains the concept of a melting reality, that of water. We cannot hold or grab water but we can see it, we can feel it. In addition, it is never static, much like the world, it always moves. So influenced by the notions of surrealism I intend to grasp the viewers' attention into a world of fluidity and immersiveness. Close to, what someone could picture as a transition path. Water gives life, its movement represents the cycle of humanity and natural patterns and that transitional change is the beauty of life.

Short Bio:

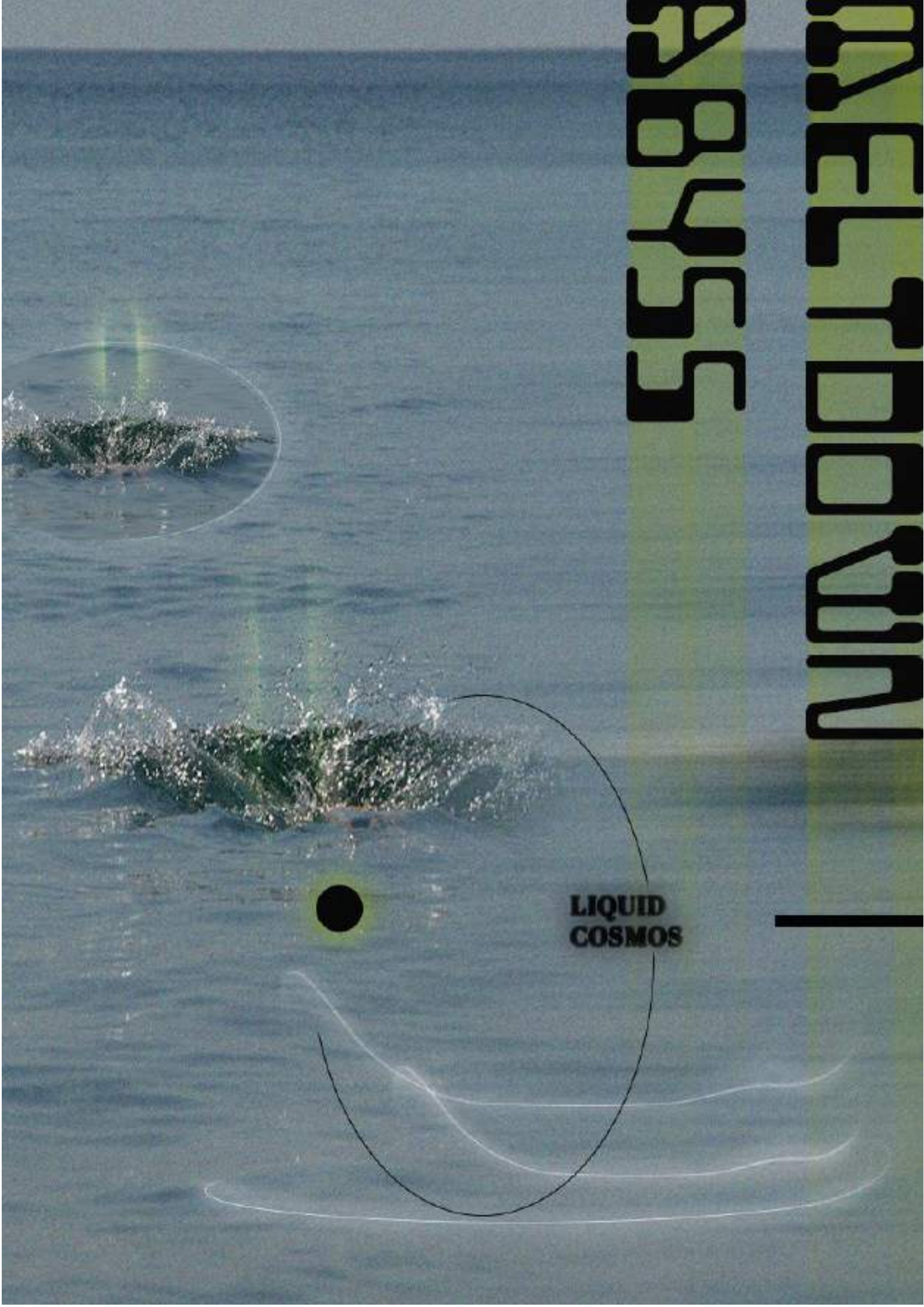
Maria Touloupa is a visual artist originating from Athens, Greece. Her work is multidisciplinary, exploring themes of existentialism, surrealism, religions and personal growth. She uses a variety of visual media to convey her message, like painting, digital collage, printmaking, video, photography as well as writing.

24a Liquid Cosmos

МАТЕМАТИКА

АВЫС

LIQUID
COSMOS



MARIA TOULOUPA

Category: Poster

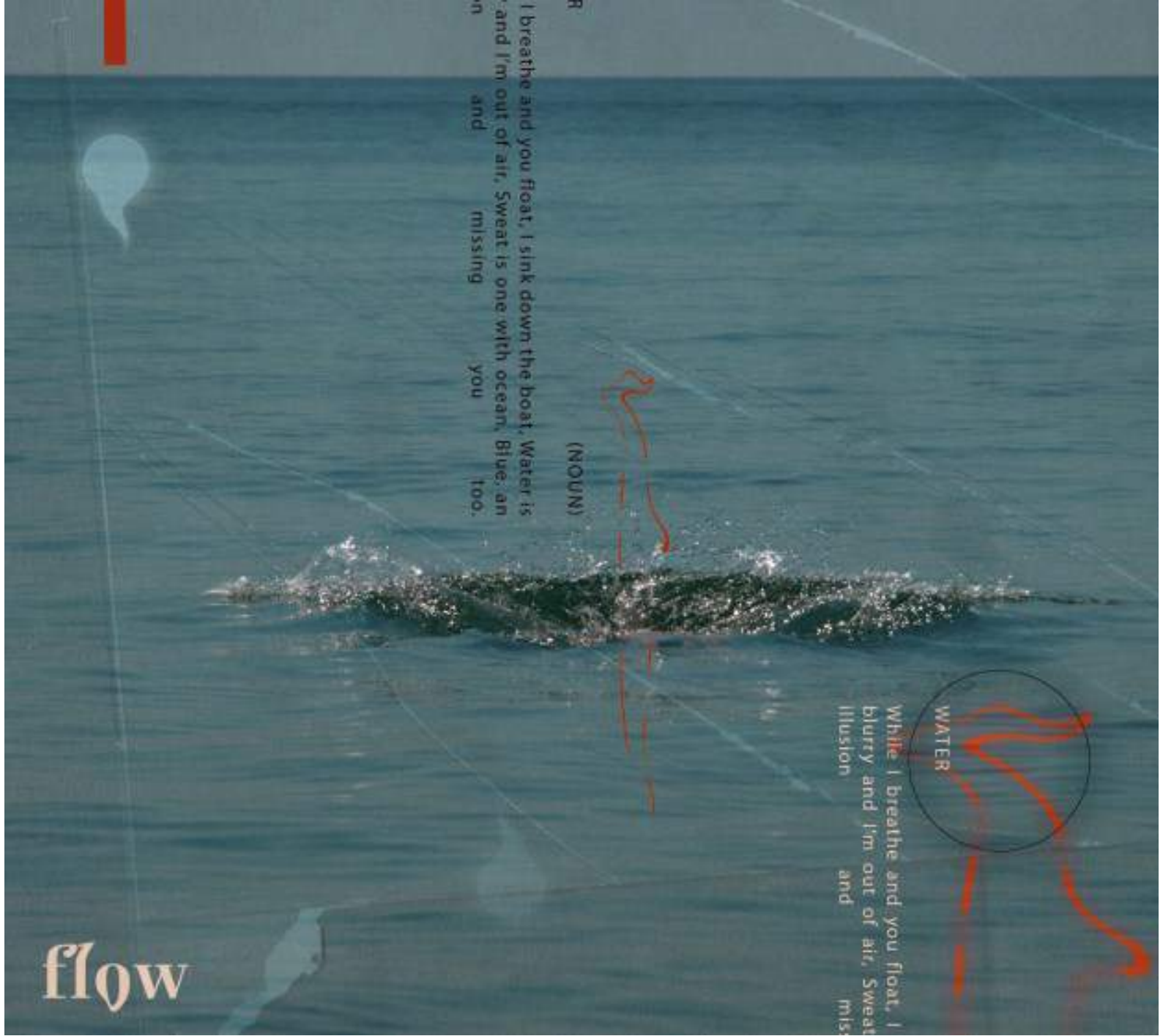
Concept of the project submitted:

My poster «Flow» contains the concept of a melting reality, that of water. We cannot hold or grab water but we can see it, we can feel it. In addition, it is never static, much like the world, it always moves. So influenced by the notions of surrealism I intend to grasp the viewers' attention into a world of fluidity and immersiveness. Close to, what someone could picture as a transition path. Water gives life, its movement represents the cycle of humanity and natural patterns and that transitional change is the beauty of life.

Short Bio:

Maria Touloupa is a visual artist originating from Athens, Greece. Her work is multidisciplinary, exploring themes of existentialism, surrealism, religions and personal growth. She uses a variety of visual media to convey her message, like painting, digital collage, printmaking, video, photography as well as writing.

24b Flow



R

I breathe and you float, I sink down the boat, Water is
and I'm out of air, Sweat is one with ocean, Blue, an
and missing you too.

(NOUN)

While I breathe and you float, I
blurry and I'm out of air, Sweat
illusion and miss

WATER

flow

MARIETTA KALIORAKI

Category: Poster

Concept of the project submitted:

My concept was to digitalise the movement of the water and find a way to capture its essence. To do so, I photographed a composition I made with water, food coloring and soap while I used my hand to create a movement. Observing the “choreography” the drops of the coloring made into the moving water, I was inspired to capture this “dance” into a poster with photo manipulation and graphics. Lastly, I decided to name the project “ὕδωρ”, ancient Greek for water.

Short Bio:

I was born in Athens in 1996. I was always interested in the Arts since I was young. In 2014, I started studying at Patras University in the department of Architecture Engineering. I wanted to focus more on design and illustration so in 2020 I started a Minor in Graphic Design at the American College of Greece.

25

ὕδωρ (údor)

Ε' Ύδωρ



GEORGIOS TZITSAS



To the animation

Category: GIF

Concept of the project submitted:

A force of genesis and destruction, water creates and erodes. For the past billions of years, water in various forms has been constantly morphing the geographical landscapes. With this poster, I intend to capture a glimpse of water's essence, reimagining this element through this slow yet persistent sequence of motion. While the element may appear as a calm force, it can also be destructive. The core value of my design echoes the ongoing natural disasters around the world deriving from water. From glacier avalanches in Kyrgyzstan and Chile to apocalyptic floods in Pakistan, these brutal waters are all linked to climate change and have, unfortunately, become more of an ordinary phenomenon, depriving many of their lives and dreams. Attached to this online application form you will find two versions of the poster, one still DIN A1 and one animated with a 9:16 ratio.

Short Bio:

My name is George Tzitsas (he/him), and I am a 26-year-old architecture graduate from Thessaloniki. Having graduated from the University of Thessaly in 2021, I continued to hone my architectural skills through an internship in the Berlin-based design studio, Sigurd Larsen Architekten. Now, in parallel with my civil duty in the Greek army, I am also a content curator for the Instagram page Balkanism. Additionally, I recently contributed to an academic anthology by Francisco Carolinum museum in Linz to explore the past and the vision of the Metaverse. Aware that graphic design is key to my profession, through various experiences, I have developed a well-rounded knowledge of visual communication and memorable storytelling narratives, enabling me to construct a truly engaging creative project.

26

Morphing Drive

the
new
now

water
&
movement

morphing
drive

FLUX
laboratory

IOANNIS GRIVAKOS

Category: Poster

Concept of the project submitted:

Mediterranean Sea allows access to human interaction shaping the history of the region. Key to interaction is communication, which is conducted through language, thus, voices. The whole work is based on the concept of water movement as movement of peoples' voices. Water currents are vocal currents. My work consists of three elements. First, the title Mediterranean Voices is introductory explaining that those dancing letters in a map frame come from languages in the Mediterranean coastline. Second, the dominant element is the Mediterranean coastline filled with alphabet letters from Mediterranean languages. The various letters follow the water currents and thus have different design flows. Third, the subtitle underlines the Mediterranean's importance for people through centuries. The poetic line is like a drama chorus paying tribute to a divine figure, the Mediterranean Sea.

Short Bio:

Ioannis Grivakos studies Graphic Design and Visual Communication at the University of West Attica. He has excellent academic performance and during his studies, he works as a graphic designer and visual archive researcher for various film production companies. Additionally, he is a volunteer teacher in «allilegion» (solidary), a solidarity after-school. He has taught still life and architectural design for underprivileged high school students to help them succeed in the university admission exams. He lives in Athens, gets inspired by the people, the urban landscape and the cinema.

27
Voices

MEDITERRANEAN VOICES



Hail Mediterranean waves, ancient carriers of human voices from harbor to harbor, door to door, hand to hand, unifying our land into one.

DIMITRIOS MATZOURANIS

Category: Poster

Concept of the project submitted:

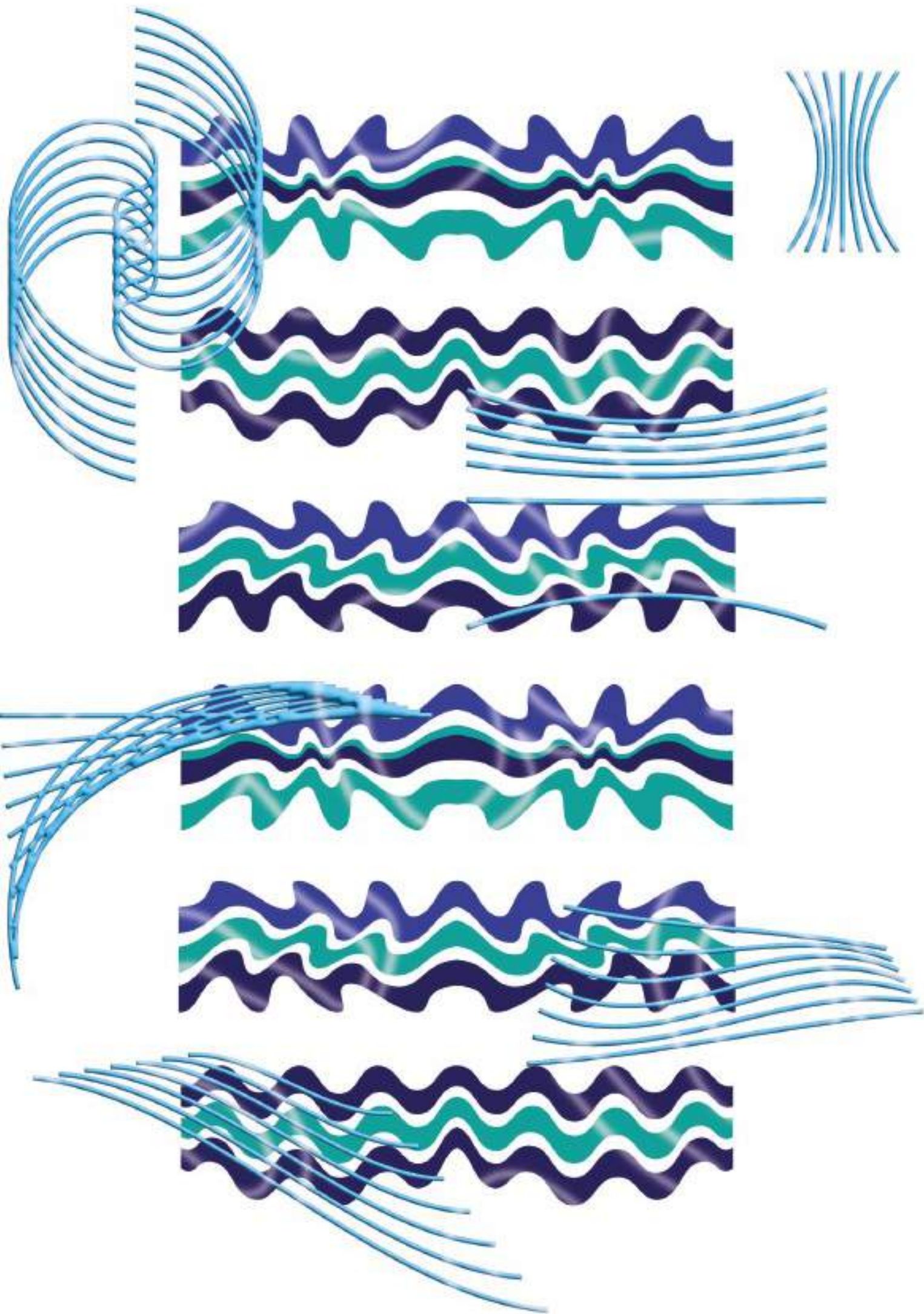
I experimented with shapes that resembles water and formations of it while moving.

Short Bio:

My name is Dimitris Matzouranis, but most people know me as Mimis. I was born in Athens, Greece in October 1995. The first artistic medium that I fell in love with, which I expressed myself artistically through was photography. Introduction to Graphic Design occurred at the age of 18, when I was called to choose the subject of my undergraduate studies. While I was studying Graphic Design at the University of West Attica, I had the chance to travel twice to Porto, Portugal firstly through the Erasmus Program and later on through Erasmus+. These programs gave me the opportunity to learn more about Graphic Design, to expand my horizons concerning the different aspects and fields of Graphic Design and rekindled my desire to pursue a career path as a professional graphic designer. Those experiences helped me discover my love and interest in Branding, Illustration & Poster Design.

28

Zig Drip Zag Drop



OLGA SOUVERMEZOGLU

Category: Poster

Concept of the project submitted:

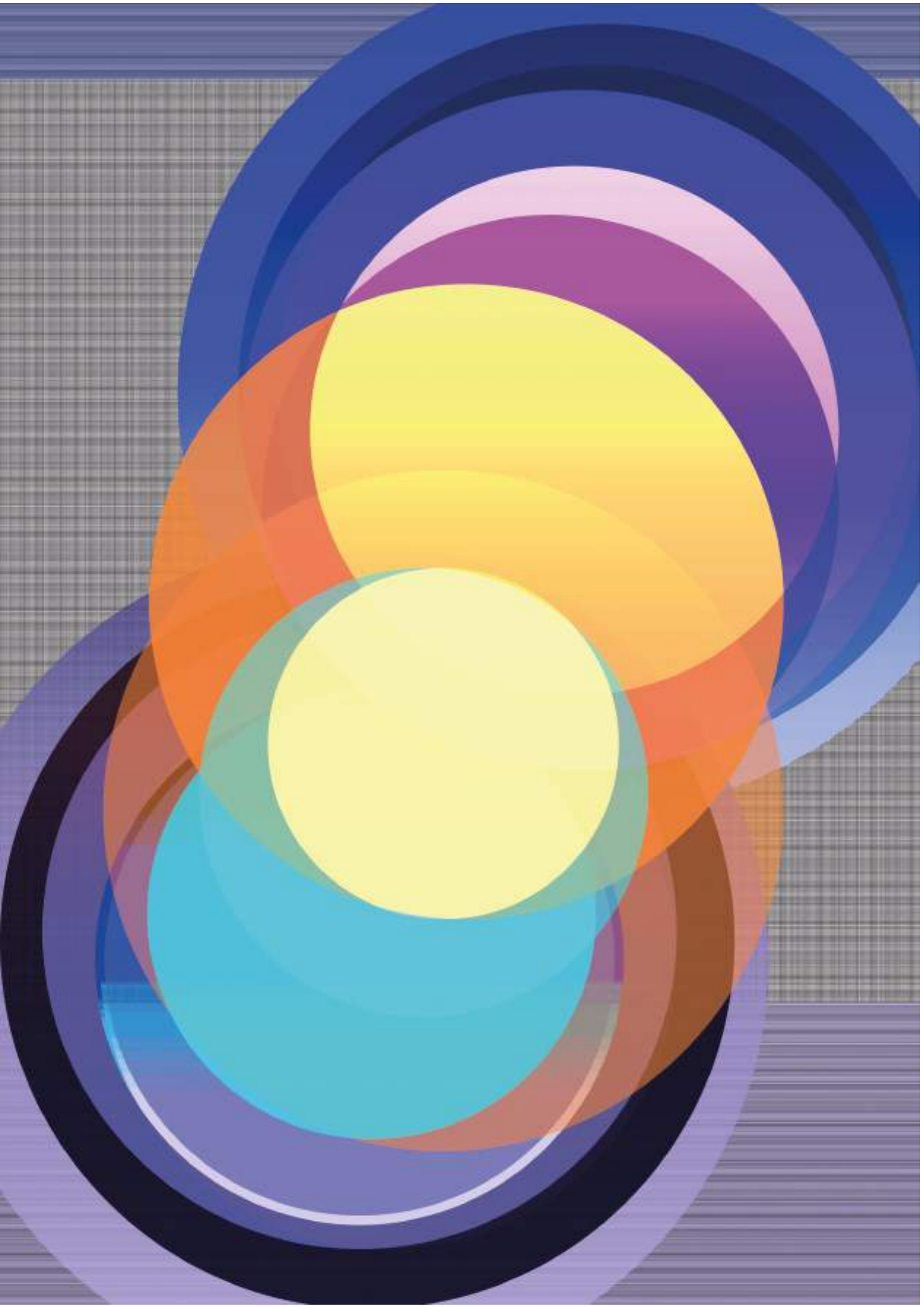
The starting point of the project «Interference» is waves and especially the ones that can be observed in the surface of water. This phenomenon is mostly known in physics when two waves combined by adding their displacement together at every single point in space and time, to form a resultant wave of greater, lower, or the same amplitude. This effect can be noticed in all type of waves like light, radio, acoustic waves among others. The two points shown in the poster describe our relationship with nature and the way we have intervene with our environment. The circles can refer to the sea, bubbles, oxygen, oil slicks, the sun, the moon or even the planet that we live in.

Short Bio:

My name is Olga Souvermezoglou and I was born in Athens in 1997. During my studies in Athens School of Fine Arts and in Willem de Kooning Academie (Erasmus + program), I got in touch with different art forms and experimented various mediums. My art practice starts with research in different fields, such as sociology, feminism and environmentalism and can be transformed into a two dimensional artwork, an installation or even a performance. I have participated in art actions and group exhibitions (“Lockdown”, Athens Photo Festival 2022, “Art Colony Kastoria”, 2022) and I have been selected in Canon Students program in June 2022. Currently I am volunteering in OKANA organization, occupying drug users with art activities.

29

Interference



Thank you.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Greece

FLUX LABORATORY
ATHENS

