

YAHOO!

THE BRIEF:

Big Idea Chair



We are inviting you to conceptualise something big.

Something that builds upon the imaginative spirit embodied in your PurpleScape artwork.

Something that visually transcends all facets of creativity.

We are inviting you to craft two pieces of different artwork both inspired by the ultimate creative accolade, the Yahoo! Big Idea Chair.

The Big Idea Chair is awarded by Yahoo! to those who demonstrate unique brilliance in the field of original thinking. It is quite literally a life-sized throne – a plush purple pedestal – fit only for today's creative royalty. It celebrates those who sit upon it for their compelling and effective modern solutions, and inspires others to pursue the same standards. As one of the most coveted awards the world over, those who receive it know they have achieved something remarkable.

For you, this presents a rare opportunity to have your work seen by the most prominent creative minds across the globe. Your artworks will form part of a compilation book which will adorn their desks and act as a visual representation of their most passionate day to day pursuit; ground breaking creativity.

We want you to show us your two interpretations of the Yahoo! Big Idea Chair. Utilizing the chair itself and the colour purple as the foundation for your overall concepts, you will visually demonstrate what this prestigious and exciting accolade recognizes: original thinking, creative solutions and, above all else, Big Ideas.

Deadline: 24th July 2009
Dimensions: A2 Portrait
Mandatories: Yahoo! Big Idea Chair, Colour Purple
Specs: Ai format or raster (300 dpi)
Pantone: PMS259