

CALL4ISTANBUL

Call4Istanbul – Interactive Advertising Competition

February 16th 2010

Call4Istanbul.com is activated!

Regulations and jury profile are live at www.call4istanbul.com. As of February 18th "the City" pages including "inspirers" will be activated to shed light on the creative works.

There is no conventional brief for this competition, it rather has a **deconstructed** structure. 'Inspirers' as we call them, portray many facets of Istanbul from their respective fields - art, architecture, music, street life etc - All we ask from the applicants "Who and what inspires you for and about Istanbul?" Applicants are required to come up with an interactive campaign idea for 'the young Europe' target group.

Deadline for entries : April 30th 2010

For more information : www.call4istanbul.com

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