

Plaktivat 18 Poster Design Competition

Category: [Graphic Design](#)

Deadline: November 27, 2025

Website: graphiccompetitions.com



The Plaktivat 18 Fast Fashion Poster Design Competition is an international graphic design challenge that invites creators to explore and visually communicate the environmental and social consequences of fast fashion. Organized by TAM-TAM Institute, the competition focuses on raising public awareness about the culture of overconsumption, the rapid turnover of clothing trends, and the hidden global systems of waste and exploitation that support the industry. Designers are encouraged to create compelling poster works that are strong enough to function in public urban spaces, prompting viewers to question their everyday purchasing habits.

The competition emphasizes the role of visual communication in shaping public attitudes and behaviors. By placing the winning poster across city streets and public advertising surfaces, Plaktivat highlights how design can serve as a social tool, transforming passive urban spaces into platforms for discussion. Participants are motivated to convey messages that are not only aesthetically striking but also socially responsible, educational, and capable of sparking personal reflection. The issue of fast fashion is presented as both urgent and widely misunderstood, making the designer's interpretive voice central to the campaign.

Additionally, Plaktivat 18 positions itself as an opportunity for both emerging and established designers to gain international recognition. The competition supports a critique of global consumer culture while simultaneously fostering creative innovation. It invites graphic designers, visual artists, students, and creative studios to demonstrate how responsible and conscious design can challenge harmful production systems. Through this initiative, the organizers aim to inspire a cultural shift where clothing is valued for personal identity, craftsmanship, and sustainability rather than disposability and trend-driven consumption.

There is no entry fee.

Eligibility

Open to all graphic creators worldwide (individual designers, independent creators, students, high school students, agencies or legal entities) with a special "Fresh Blood" category for students.

Prize

The jury will select a winning poster which will be printed and publicly displayed at 500 poster sites across Slovenia and entered into the competitions of the Slovenian Advertising Festival (SOF) and the Biennial of Slovenian Design (Brumen); the winner receives the MEGAFON Plaktivat and a winner's plaque, finalists receive a silver plaque, and qualified runners-up receive an e-plaque of participation.
