

# Posterheroes 2025

Category: [Graphic Design](#)

Deadline: August 22, 2025

Website: [graphiccompetitions.com](https://graphiccompetitions.com)



Posterheroes 2025 marks the 14th edition of an acclaimed international social design competition, organized annually by Associazione Culturale Plug in Italy. This year's theme, "Seeds of Kindness – A Call to Design Empathy," challenges designers, artists, visual storytellers, and creative minds from around the world to create compelling visual narratives. Entrants are encouraged to submit original, thought-provoking posters measuring 70x100 cm, focusing specifically on illustrating empathy and kindness as transformative forces capable of reshaping interpersonal relationships, community spaces, and global cultures.

At its core, Posterheroes 2025 seeks to harness the powerful medium of visual communication to inspire change, promote social awareness, and initiate meaningful dialogues about empathy in contemporary society. Participants are tasked with creatively exploring various dimensions of kindness, such as inclusivity, community support, emotional intelligence, and global solidarity, ensuring their artwork resonates with diverse audiences. By using design as a catalyst for social good, the contest not only encourages artistic expression but also positions itself at the intersection of creativity and social responsibility.

The contest invites both established professionals and emerging talents to leverage their creativity and artistic skills, offering a prestigious international platform to showcase their work. Winning submissions will receive extensive global exposure through exhibitions, publications, and digital media, amplifying their impact and reinforcing the critical message of empathy and compassion. Ultimately, Posterheroes 2025 aims to stimulate global conversations and collective action toward a kinder, more empathetic world through visually engaging and socially relevant design.

There is no entry fee.

## Eligibility

Open to participants of all nationalities and ages.

## Prize

The competition will award two special mentions: the Favini Prize (€2,500) and the Fondazione Time2 Prize (€1,500). An international jury will select 40 winning posters, and 12 of these will be featured in the 2025 Posterheroes calendar, produced by Favini. This competition not only provides financial rewards but also significant exposure for the artists, whose works are displayed in exhibitions and shared widely across various platforms.

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