



International Poster Competition

Multiverse / Metaverse

ASYMILACJE

Kraków, Poland 2025

as part of

**11 Asia – Europe Mediations Biennale
Multiverse / Metaverse**

multiple worlds / digital reality

Assimilations (Polish: Asymilacje) is the theme of the poster competition, expressed through a synthetic visual form and metaphor. It refers to the experience of a newcomer who has chosen to emigrate in the hope of being welcomed and of coexisting within new social, cultural, and civilizational conditions. The outsider seeks a sense of belonging in the new environment, while also desiring recognition of their identity, culture, and the ties that connect them to various diasporas.

The theme of **Assimilations** also addresses the local community, which in its encounter with the unfamiliar may experience a sense of threat. Both sides are susceptible to manipulation and disinformation, which fuel hostility, fear, and false prejudice.

The posters selected by an international jury will be exhibited in 30 bars that evoke the atmosphere of different places and cultures from around the world, each offering traditional cuisine. These spaces are intended to become open arenas for dialogue, assimilation, and coexistence among over one million residents of Kraków, including more than 100,000 foreigners living in this traditionally Polish city.

Project Curator: Filip Gajewski

Rules and Regulations of *Multiverse / Metaverse – Assimilations*

1. Competition theme:

As part of the theme of the **11th Asia – Europe Mediations Biennale – Multiverse / Metaverse** (the multitude of human worlds in collision with digital reality) – **Assimilations** is the theme of the poster competition, which in a simplified form or metaphor refers to the existence of a human manipulated by disinformation, negating their social position, searching for a new identity in the digital reality and belonging and ties in various diasporas, ideologies, emigrating with the hope of assimilation in new social conditions.

2. Participants:

The competition is international and **free of charge**. It is open to artists and students from all over the world who are at least 18 years old.

3. Submission Guidelines:

Each participant may submit up to 3 posters.

Each poster must be submitted in a separate email to: asymilacje@gmail.com

Deadline for submissions: **May 25, 2025, 23:59 CEST (UTC+2) – 11:59 PM (UTC+2)**

Each submission must include:

- full name of the author
- title of the work
- country of origin
- year of creation
- two attached files:
 - print version (TIF or PDF, CMYK, 300 dpi)
 - preview version (JPG, RGB, 72 dpi, max. 5 MB)

Total size of attachments must not exceed **25 MB**.

4. Technical Requirements:

- poster format: vertical, **100 × 70 cm**
- a **7 cm bottom margin** must be left white or filled with a solid color (maximum 20% saturation), intended for logos, QR code, and exhibition details
- the poster must include the Polish title of the exhibition: „**Multiverse / Metaverse – Asymilacje**” (*meaning “Assimilations” in English*), as well as the **author's full name**
- both files must have the same name, using the format: **FullName_TitleOfWork**

5. Jury:

Filip Gajewski – Chief Curator of *Multiverse / Metaverse – Asymilacje*, President of the Board, Mediations Biennale Foundation

Marek Sibinsky – Assoc. Prof., Ph.D., Head of the Department of Graphics and Drawing, Faculty of Fine Arts and Music, University of Ostrava, Czech Republic

Patrik Ševčík – Assoc. Prof., ArtD., Head of the Studio of Graphic Design and Visual Creation, Faculty of Fine Arts, Academy of Arts in Banská Bystrica, Slovakia

Sebastian Kubica – Assoc. Prof., Ph.D., Head of the Studio of Poster and Illustration, Institute of Fine Arts in Cieszyn, University of Silesia in Katowice, Poland

Wiesław Łuczaj – Prof., Faculty of Painting, Academy of Fine Arts in Warsaw; Head of the Department of Modern Art Collections, Museum of Art in Łódź, Poland

Sebastian Dudzik – Asst. Prof., Ph.D., Faculty of Fine Arts, Nicolaus Copernicus University in Toruń; President of the INTERGRAFIA Association, Poland

Tomasz Wendland – Ph.D., Expert at the Department of Strategic Communication and Countering International Disinformation, Ministry of Foreign Affairs of the Republic of Poland

6. Results and Awards

The competition results will be announced by **June 1, 2025**.

Three main prizes will be awarded in the form of solo exhibitions:

- at the Academy of Fine Arts in Guangzhou (China)
- at the University of Ostrava (Czech Republic)
- at the Academy of Arts in Banská Bystrica (Slovakia)

Selected works will be exhibited as part of the main exhibition *Multiverse / Metaverse – Asymilacje (Assimilations)* in the **Decentralized Gallery of Minorities** (held across approximately 30 bars and restaurants in the center of Kraków), from **June 27 to July 27, 2025**. The exhibition will inaugurate the 11th Asia–Europe Mediations Biennale 2025.

7. Organizer:

Mediations Biennale Foundation

8. Evaluation of Entries:

Entries will be evaluated by a jury appointed by the Organizer. The jury will consider: artistic quality, relevance to the theme, originality, and the communicative potential of the poster in public space. **Selected works will be exhibited alongside posters created by invited artists**, chosen by the curators of the main exhibition *Multiverse / Metaverse – Asymilacje*, within the Decentralized Gallery of Minorities. All jury decisions are final and not subject to appeal.

9. Copyright and Publication:

Entries containing offensive, discriminatory, hateful content or plagiarism will be disqualified. Submitted works will not be returned and may be archived by the Organizer for documentation, educational, and promotional purposes of the Biennale and future editions of the project.

The Organizer reserves the right to publish selected works in a reduced format, maintaining proportions, including as artistic postcards and promotional materials related to the exhibition. The author accepts full responsibility for any infringement of third-party copyrights or personal rights.

Submitting an entry constitutes acceptance of these regulations and a declaration that the participant holds full copyright to the submitted work. By submitting the work, the participant transfers to the Mediations Biennale Foundation all proprietary copyrights, including the right to reproduce, distribute, and use the work in any form and across all fields of exploitation, without limitations on time or quantity.

The participant agrees to the public use of their name and country of origin in connection with author credits, promotional materials, publications, and the exhibition catalogue. Personal data will be processed in accordance with Regulation (EU) 2016/679 (GDPR) solely for the purposes of organizing the competition, contacting participants, and promoting the event.

10. Final Provisions:

The competition and exhibition are planned as part of the program **"Culture – Interventions. Edition 2025"** of the National Centre for Culture (Poland).

The Organizer reserves the right to change the date of the results announcement or to cancel the competition in the event of force majeure, understood as extraordinary and unforeseeable circumstances beyond the Organizer's control, as well as in the event of not receiving funding under the **"Culture – Interventions. Edition 2025"** program, which would prevent the realization of the event as planned. The Organizer will inform participants immediately of any such changes.

Multiverse / Metaverse – Asymilacje (Assimilations)

11 Asia – Europe Mediations Biennale 2025

Art, by employing illusion, can be a carrier of truth or a tool for manipulation and disinformation.

Our mission is to establish a communication strategy between Asia and Europe in the realm of both analog and digital media. We aim to foster dialogue between diverse creative perspectives in contemporary art while addressing the opportunities and challenges of global communication through digital media. Additionally, we are committed to creatively counteracting manipulation and disinformation, utilizing social media as a platform for transparency and critical engagement.

Multiverse / Metaverse – Asymilacje (Assimilations) – Kraków 2025

A city expanding within itself. Kraków as a microcosm pulsing with diversity. Within its agglomerative body coexist layered realities: migratory, historical, spiritual, digital. The project *Multiverse / Metaverse – Assimilations* emerges from the need to grasp this complexity and confront us with a question: **can we truly inhabit a shared reality if each of us carries a universe of our own?**

The multiplicity of worlds shaping the city's fabric goes beyond ethnic, cultural, or religious diasporas. A parallel process of assimilation is unfolding—one that is digital. Virtual realities, algorithmic imagery, artificial intelligence, and what Deleuze once called “social machines” form a new order of being and perception. Metaverse is no longer the future—it is now. A dwelling for fragmented identities—sometimes borrowed, often unverified.

Assimilation is not merely adaptation—it is negotiation, redefinition, and at times, resistance. The project uses art as a tool of mediation—between the local and the global, the digital and the material, the visible and the repressed. In this sense, art becomes a language of translating inter-world experiences. In Kraków, the exhibition spreads not only across institutional spaces but also through places of everyday life: bars, restaurants led by migrants. **These become a decentralized gallery of multiplicity**, marked by voices and images rarely heard at the center of public discourse.

A crucial element of the project is its attempt to critically examine the role of images in processes of disinformation. As Baudrillard observed, media simulacra no longer reflect reality—they generate their own orders of truth. In this context, art becomes soft power—not resistance per se, but conscious presence rooted in dialogue, empathy, and subtle irony.

Multiverse / Metaverse – Assimilations is a reflection on what community can mean in times of dispersion. It invites us to explore the new maps of identity we draw between past and future, body and screen, diaspora and home.

Filip Gajewski, curator