Background
We’re living in a so-called digital age, and now more than ever our lives are lived out and represented through digital conduits. The world is fast and ever-changing; transient, fleeting, and restless. But in this digital world we live in contradiction. In a digital world we are physical beings with physical senses and needs.

Paper is a creative technology that has evolved alongside us for centuries. It offers a physical sensation of touch and feeling; weight, texture, smell. The nature of paper appeals to us in ways we almost can’t comprehend because it’s been with us so long – but also because paper is the fundamental creative material.

Antalis, proud supplier of Conqueror creative paper, believes it’s time to explore and celebrate the physical in a digital world. It’s time to show how creative paper can be, and how paper can express things that its digital counterparts never could.

The Challenge
Create a physical experience for Conqueror that explores and celebrates the possibilities of paper as a physical, tactile, and creative material for design. Create the unexpected and the imaginative, the inspiring and the innovative – but create it using paper, in a way that brings the medium back to the forefront of creative minds.

It needs to be something that creatives can experience first hand, that inspires them to use paper, whilst challenging their understanding of its possibilities.

What to Consider
- Explore, embrace and celebrate techniques and finishes and what they can lend to the experience.
- Keep things physical. Your solution should be something that would inspire those who value craft and creativity to share and show off over social – but that’s the closest to digital it should get.
- Think about the best way to reach your audience, and more to the point connect with them. How and where would they experience your idea?
- Think outside the box. For example, origami-based ideas are a go-to for paper – that doesn’t mean they’re off limits, but if you use them it needs to be in a way that’s original and perfect for the context.

What’s Essential
This brief is all about the tangible. So although it’s not mandatory, do submit a mockup or physical prototype if you can.

What and How to Submit
Read Preparing Your Entries before you get started for full format guidelines – we won’t accept work that doesn’t meet these specs.

Main (essential):
Up to 8 JPEG slides showing your solution.

Optional (judges may view this if they wish):
Physical supporting material (mockups, prototypes etc) is encouraged; you can also submit video (30 sec. max.)

Who is it For?
Creative people and creative practitioners that have been lulled into a digital comfort zone. Time to get physical.

Deadline
20 March 2018, 5pm GMT