
*poster for tomorrow announces
its plans for 2010 – Death is not Justice.*

The 24th of February 2010 marks the 4th World Congress against the Death Penalty in Geneva, Switzerland. Hundreds of people will gather to develop strategies to campaign for universal abolition of the death sentence. It is also the day that poster for tomorrow launches the subject for its second edition in 2010: Death is not justice.

poster for tomorrow is an independent, non-profit international project whose goal is to encourage people, both in and outside the design community, to make posters to stimulate debate on issues that affect us all. Last year the theme was freedom of expression. We received 1834 posters from 67 countries, 100 of which were exhibited in 24 locations across the world on the 61st anniversary of the Declaration of Human Rights.

This was *poster for tomorrow's* founder Hervé Matine's reflection on last year's contest: *"The future of our planet lies in our own hands. If we want to create a world we all want to live in, we must become socially conscious and take an active role in social debate. In this respect, social networking sites are the most powerful tool at our disposal. Our success as an initiative was due to every connection established and passed on through these media. We've lost TV, radio and the press. Today, the Internet is our media for tomorrow."*

10/10/10 – World & European Day Against the Death Penalty

October the 10th 2010 (10/10/10) is the World and European Day against the Death Penalty. On this day we intend to hold 100 exhibitions in 100 cities, curated by 100 local partner organisations.

Internationally renowned human rights advocate Bianca Jagger is supporting our effort to draw attention to our cause:

"I have witnessed the State machinery of death at work, killing people because they are poor, a minority, or cannot afford adequate legal counsel. Nothing can mask the horror of a government taking the lives of its own citizens – it is barbaric. The death penalty is unfair, arbitrary and capricious, often based on jurisprudence fraught with racial discrimination and judicial bias.

I have denounced the lack of meaningful appellate review in commutation proceedings, defendant's poor access to executive clemency and the State's lack of recognition of the defendant's capacity for change, rehabilitation and remorse. Those who are executed are rarely those who have committed the worst crimes; the death penalty is a Russian roulette.

I call for the worldwide abolition of the death penalty; this is the most urgent issue of justice society faces today.

As Council of Europe Goodwill Ambassador for the Abolition of the Death Penalty, I am pleased to support poster for tomorrow. Artists are an integral part of the fabric of society; and if they choose to, they can have a great impact on people's hearts and minds. They can vividly illustrate the horror of capital punishment. I urge artists to participate in the poster for tomorrow initiative."

We're also very proud to announce that Amnesty International is endorsing the project in 2010. This is what they had to say about *poster for tomorrow*:

“Amnesty International believes that graphic art can emotively and accurately represent the true horror of executions and the death penalty. This competition represents an excellent opportunity to impress upon more people the unacceptability of state killing. Amnesty International is pleased to be associated with it.”

music for tomorrow

As Fela Kuti once said, music is my weapon. So inspired, we will also be expanding our activities to include music for tomorrow. We will invite music groups from across the world to support our cause by dedicating their performances, concerts, releases – anything and everything – to raising public awareness of the abolition of the Death Penalty cause.

The new website and theme for *poster for tomorrow 2010* are launched today, February the 24th, while the call for entries will go out on April the 10th 2010.

Contact Details

If you would like to know more about poster for tomorrow, or music for tomorrow, and its plans for 2010, or would like to be involved in this year's edition in any way, please contact:

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NOTES

- It's possible to arrange a meeting with *poster for tomorrow* founder Hervé Matine in Geneva during the World congress against death penalty on 24 and 25 February. To get in touch with him please contact:
Hervé Matine, poster for tomorrow founder
M: +336 8888 4151, E: hm@posterfortomorrow.org
- *poster for tomorrow* timeline:
24 February: launch new theme
10 April: call for entries opening
10 October (10/10/10): worldwide exhibitions opening

PATRON



UNDER THE AUSPICES
OF THE SECRETARY GENERAL
OF THE COUNCIL OF EUROPE,
MR THORBJØRN JAGLAND

ENDORSEMENTS

