



CALL FOR ENTRIES

Sound Logo Competition Bruckner Year 2024

The year 2024 marks the 200th anniversary of Anton Bruckner's birth. On this occasion the State of Upper Austria will present the life and work of the great symphonic composer in a diverse and contemporary form, remote from traditional clichés. The Bruckner Year 2024 will also be the first KulturEXPO hosted by the State of Upper Austria.

Anton Bruckner is the most famous son of Upper Austria. His lifelong vocation to music originated in sacral music and later found its expression in brilliant symphonies, which were unique at that time and to this day. Even though Bruckner already got a solid reputation as a composer, organ virtuoso and teacher during his lifetime, he still stood out as an eccentric. His compositional style repeatedly clashed with the contemporary conception of music. Thus his influence on the following generations only becomes apparent in retro-spect. In fact, he anticipates stylistic elements in his oeuvre, which were later reflected in the compositional styles of the avant-garde in the 20th century. Bruckner the Pioneer – this is only one facet of this multisided person, whose work is not just limited to inventing new musical expressions.

„Tradition, innovation and avant-garde“: these are the main themes of the Bruckner Year 2024, which will be celebrated not only in Upper Austria, but also as a national and international event, that provides a new perspective on Anton Bruckner.

In addition to the already existing visual logo, the State of Upper Austria, as the initiator of this competition, is looking for a sound logo to represent the Bruckner Year 2024 in an audible form.

TASK:

Creation of a sound logo that refers to the traditional „classical“ category, while simultaneously offering a modern sound design that implies the idea of creative progress. The sound logo is supposed to refer to Anton Bruckner, either by using one of his musical themes, or through a compositional style that resembles the aesthetics of his works.

The competition is aimed at newcomers, as well as already established musicians, composers or producers whose skills match the following aesthetic and technical demands.

DESIGN CRITERIA:

- A clear melody and concise musical motifs that allow for further adaption or larger arrangements. The sound logo will subsequently be used as the source material of longer instrumental compositions.
- Reminiscent of Anton Bruckner
- Maximum length of 8 seconds
- High recognition value
- The sound design should be as universal as possible, since the sound logo will be used in different contexts such as in podcasts, museums and social media.

SUBMISSION:

The contributions are to be submitted in fully produced and mastered form in .wav format. A score in PDF format is also required for the tonal parts of the sound logo.

The sound files and scores must be submitted together with the completed and signed entry form via the following upload link.

<https://cloud.ooe.gv.at/index.php/s/xMXYCkdMSQQ6PPG>

Please do not upload ZIP files and do not use any special characters [„,“; etc.] in the file name.

ATTENTION: Each uploaded document must contain the name of the submitter in the filename. This ensures the appropriate attribution to the authors. The contributions will be anonymized before being handed to the jury.

If it is not possible otherwise, the application documents can also be submitted by mail via USB stick. Please note that the postal return of the application documents/hardware may not be possible.

Each participant is limited to a maximum of 5 versions or variations.

Deadline is November 6th, 2022.

PRIZE:

The selected sound logo will be rewarded with 3000€.

The prize money includes the transfer of exploitation rights to the organizer [see participation terms].

No other prizes will be awarded.

SELECTION PROCESS:

A jury decides on the outcome of the competition in an anonymized process. In addition to an appropriate sound quality, the design criteria described above are decisive to the evaluation.

DISCLOSURE:

The winner will be notified in writing.

The winning entry will be presented as the official sound logo and presented to the public together with a portrait of the composer. For the portrait, a CV and a short interview will be requested afterwards.

The state of Upper Austria invites all interested parties to participate in the competition.

DEADLINE: NOVEMBER 6TH, 2022

Amt der Oö. Landesregierung
Direktion Kultur und Gesellschaft, Abteilung Kultur
Promenade 37, 4021 Linz