

BE:CAUSE OUTFRAME 2021

Presented by
OUTFRONT

SIZING SPECIFICATIONS

Artist interpretations of the BE:CAUSE theme should be designed considering the unique capabilities and sizing of digital billboards. Specifically, all entries must be in horizontal or **landscape orientation at a 16:9 ratio**, with a minimum of **1920 w x 1080 h**, making them optimal for our large format canvases.

Our winner will be displayed on digital billboards across America alongside the OUTFRAME branding. You can access [this template](#) to see how your final work will look .
(note there are multiple layers)

We will not consider any entries that contain material inappropriate for public places. Please see our contest rules for a full list of disqualifications.

BE:CAUSE THEME NARRATIVE

We invite artists, from agencies and elsewhere, to create art for the causes that are most important to them. Your entry might shine a light on a cause that needs championing. Or focus on something worth fighting for. Or simply celebrate an issue that's close to your heart and personal purpose.

Our world has undergone momentous change, uniting us all around new movements that are significant both to our societies and ourselves. From climate change and social injustice to our physical and mental health, we've all had a chance to reflect on what's truly important to us as human beings. It's these moments of reappraisal that inspire us. And inspire us to inspire others. These moments are the catalyst for all meaningful change. The sparks that ignite the change that we want to see in ourselves and across the world. Now is your moment. Use your canvas to make a commotion about a cause. And to magnify your message on our media, motivating millions to take notice. And to take action.

Why? Just **BE:CAUSE**.

ALL EYES ON THE PRIZE

The OUTFRAME 2021 winner's work will be showcased on digital billboard canvases across the US for a two-week campaign in December 2021. Plus, to directly impact the nation's leading creatives, the winner's work will be featured on a high-profile canvas in close proximity to Art Basel during Miami Art Week.

And, because we believe in the power of our medium and the power of good, we will donate a one-month digital OOH campaign to the charity of the winner's choosing.

Final artwork can be submitted as a jpeg file, using the form found at OUTFRONT.com/OUTFRAME.

